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SCHULT
TRAILERS, INC.

*World's Largest Manufacturers of Popular
Priced House and Commercial Trailers*

ELKHART, IN

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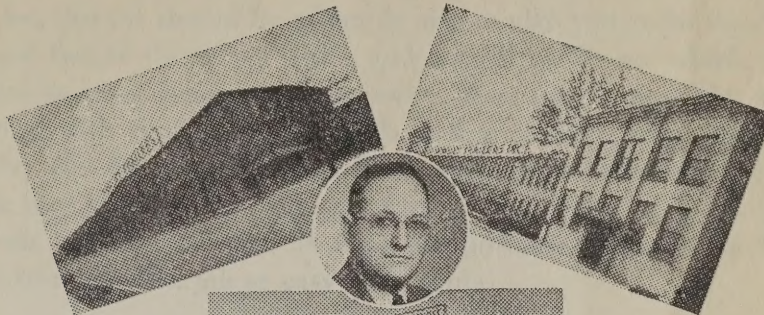
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SCHULT TRAILERS, INC.

ELKHART, INDIANA



ABOVE:
Factory No. 1
Elkhart, Ind.

CENTER:
Wilbur J. Schult,
President



ABOVE:
Factory No. 2
Elkhart, Ind.

LEFT:
Canadian
Factory,
Ottawa, Ontario

A MANUAL OF SELLING

Your first objective in entering a business enterprise is to make money—and to make that money the easiest possible way. Whether it be shoes, drugs, automobiles, or house trailers your problem is still the same.

In this case, your selection is House Trailers for a number of very definite reasons. House trailers are today the newest, most dramatic, and saleable commodities on the market. They are first in public mind and receiving more publicity than any other item since radio.

Yet, with all this rapid progress, the business is still in its infancy and we, as manufacturers, and you as dealers, may look forward to many years of profitable opportunities in it.

Of paramount importance to your success in the trailer business is the selection of the correct line, and the application of successful merchandising practices to it.

These we have attempted to give you in this manual.

If you will but use these thoughts and suggestions provided here as fundamentals upon which to base your activity, we are certain of your success as a Schult Trailer dealer.

Cordially Yours,

Wilbur J. Schult
President

SCHULT TRAILERS, Inc.

2 July '38, g. F. H. Beach

STURTELL & SONS, INC.

NEW YORK, N. Y.

Dear Sir:

I have the honor to acknowledge the receipt of your letter of the 10th inst. in relation to the above matter.

The same has been forwarded to the proper authorities for their consideration.

I am, Sir, very respectfully,
Yours,
J. M. Sturteell

Developing A Profitable Schult Dealership

DISPLAY YOUR WARES

We cannot emphasize too strongly the importance of having your Schult Trailers properly displayed, either on a lot or in a sales room. If a lot, this lot should be of ample size to give you room for displaying at least two or three new units, and several used ones which you might collect as your business progresses. This lot, if possible, should be covered with cinders, pecan shells, sod or gravel, never just plain dirt or clay for the simple reason that none of the former substances will track into your trailers, whereas dirt or clay will, and since it is so important that the coaches be kept scrupulously clean at all times you want to make that job as easy as possible.

ARRANGEMENT—SIZE OF STOCK

Arrange your display so that each trailer is visible from the street, or better still, from two streets, (a corner is always far more desirable than an inside lot.) It will be very effective if you can set up sheltering canopies and enhance the eye appeal with tables and chairs attractively arranged to give your display an outdoor setting. After all, trailers are definitely used outdoors, and anything you can possibly do to suggest and further convey that idea to your customers will help in getting them in the proper frame of mind. It is our suggestion that your initial stock consist of as many models as you can possibly stock because a quantity of trailers will always attract more buyers than just one or two. The more successful Schult dealers stock anywhere from five to twelve units, but that doesn't necessarily imply that you cannot do a good job on a lesser quantity. That is where selling ability enters into the picture, for to sell from a small stock you must be a better salesman.

INDOOR DISPLAY ATMOSPHERE

If your display is indoors, have it right up at the front, just as close to the window as you can possibly get. People want to see your trailers, and such a display will not be worth having if it is stuck in the far recesses of your room. With an indoor display a little more care has to be used to attain the best selling atmosphere. However, artificial means are at your disposal to make this job less difficult. For instance, artificial palm trees, artificial grass, pine boughs, and other decorative materials can be woven into your arrangement. An indoor display usually does not permit the usage of as many trailers as an outdoor display but that is counteracted by the fact that once you get men indoors to look at coaches you have more opportunity to work on them, and more chance of using your selling ability.



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LIVING ATMOSPHERE HELPS MENTAL ATTITUDE

Atmosphere in connection with either display is very important. We suggest that you equip your coaches with cooking utensils, a portable radio in each one, vases with flowers in them, doilies, and such things that any woman would have in her trailer when it was being used. Subscribe to the trailer magazine, "Trailer Travel", and outdoor publications such as "National Geographic", "Field and Stream", "Outdoor Life", "Sports Afield". Have copies of these in your coaches to enhance the atmosphere of outdoor living. Any touch you can add to your trailer display to make the customer feel that a trailer is good and desirable for vacationing, camping or year around living, will, of course, have much to do with your completing the sales contract.

Whether outdoors or indoors awnings are always very fitting, as also are deck chairs and tables.

SIGNS SELL!

Signs play a vital part in making your display successful. First of all, you must have a sign identifying yourself to the public as a Schult dealer; something reading as follows is very suitable:

JONES TRAILER SALES
AUTHORIZED DEALERS FOR SCHULT TRAILERS
Lexington, New York
Vacationing, Camping, Living and Commercial Coaches
A Complete Line—Priced from \$275 and Up

Then identify each model you have in stock with not one but many signs. Have three or four signs on your Nomad. For instance, set them up something like this:

"Schult Nomad"—America's Fastest Selling Trailer
And then another:

"Schult Nomad"—A Complete Trailer with Every
Convenience for Comfortable Year
'Round Living

Another:

"Schult Nomad"—Base Price \$410

Beds for 2	25	Heat Stove	15
Beds for 4	50	Curtains	7
Cook Stove	7	Bumper	7

Completely equipped
F. O. B. Factory—\$496.00

(It is always a good idea in the lower price units to build them up from a base price, because many customers want to feel that they can buy their coach equipped any way they want it. The majority will buy



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it complete, but they are easier to sell when they know they don't have to buy it complete unless they feel so inclined.) Have your display equipped with other signs, call attention to the "one-piece Lacrtex cover", the "all steel chassis", "easy operating landing jack", "the stabilizing legs", "steel roof bows", "body construction", the convenient interior arrangement, soft luxurious inner-spring beds, etc.

Have several outside signs so arranged that they can be seen from many different angles, calling the passerby's attention to your line of trailers. All these signs help tremendously in preparing the potential customer for your actual selling effort.

Again, we want to stress the importance of having your trailers clean. Keep the floors always brushed up and mopped. Keep the cabinets dusted, use bright lights in them, keep the curtains hanging neatly, and by all means go over the Lacrtex every day with a waxed cloth and remove the dust accumulations.

TELL THE WORLD

While you are arranging and completing the details of your display you should at the same time announce to the world that you are selling Schult House Trailers. Don't keep it a secret. Tell your neighbors and your friends, and advertise in the classified columns of your local newspaper and in the surrounding smaller towns in which there are no Schult dealers. Make your ads read something like this:

- No. 1. "Schult Trailers are now on display and for sale at Jones Trailer Mart, 331 Main Street, Lexington, New York. A complete line priced from \$275 and up."
- No. 2. "See Schult Trailers at Jones Trailer Mart, 331 Main Street, Lexington, New York. America's leading house trailers at the lowest of prices."
- No. 3. "See Schult Trailers at Jones Trailer Mart, 331 Main Street, Lexington, New York. Lowest prices, complete to sleep four, a living convenience. \$345 and up."
- No. 4. "Don't fail to see the new Schult models before purchasing any trailer. The most complete line of quality coaches available at prices that will astound you. \$275 and up. Six models to choose from. Jones Trailer Mart, 331 Main Street, Lexington, New York."

You naturally have your own ideas about the writing of ads. These are merely suggestions. Let us point out though that it is important that you use Schult in connection with every ad; for Schult Trailers are nationally known and that name in connection with your own advertising will produce greater results than if you just advertise house trailers alone.



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It is also a good idea to use display ads announcing your appointment, and for this purpose we have made available trailer mats to make your ad complete. In this respect, simple copy is most desirable—something like this:

“We are proud to announce our appointment as dealers for *SCHULT HOUSE TRAILERS*. The fastest selling line in America. A complete line is on display at our new sales room (or lot), 331 Main Street, Lexington, New York. Jones Trailer Mart.”

ROAD SIGNS

Road signs play an important part in preliminary and basic advertising, and the placement of such signs at various strategic points on your incoming highways will be invaluable. We have such signs available or you can use your own ideas. The main thing is to get them up. If you have three incoming roads, that is main roads, get two on each.

PUT YOUR OWN PERSONALITY INTO THE BUSINESS

When you first start in the house trailer business it is a splendid idea to keep at least one of your trailers attached to *your car* wherever you go, and have signs on it advertising your location and display. Haul this trailer wherever you drive, in town or out. Make people on the street conscious of the fact that *you* are in the trailer business and in it to stay. Drive it back and forth to lunch, home in the evening, or when you are out riding in the evening, or calling on customers. Always have signs in the window or outside, *advertising yourself*. Keep your trailer where people can see it. This is a wonderful idea when you're new, and frankly, it is just as important to you after you have been established some while. It is the sort of advertising that you cannot buy and it costs you, if you do it yourself, so little extra. Change your models once in a while. For instance, one week haul a Nomad, the next a DeLuxe, the next a Sport, but always have a trailer attached to your own car.

KNOW YOUR PRODUCT

In your plan for the development of yourself and organization as a trailer selling unit, there should be a complete and careful study of your Schult Trailer. In other words, get acquainted with it, find out why it is built this way or that, what features it has that are superior to other units. Why is it priced so advantageously, and yet with all that low price is so high in quality. Place yourself in a position that when a customer asks you, “Is this trailer insulated?” you can say, “Yes,” and when a customer asks what is the weight of the channel you can say, “In the Nomad it is 3” 4 1/10 pound, and the DeLuxe 4” 6 3/10 pounds.” Understand why the screens are placed inside the



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window, and why because of placing them that way it is not necessary that they be copper.

Your study of Schult Trailers should include a visit to our factory, and a thorough going over of the product from start to finish with one of our own experienced men. If you haven't had such a trip through the factory, by all means arrange your time so that you yourself may come to Elkhart very shortly and make such a trip as a foundation for selling Schult Trailers. Complete knowledge of their construction is invaluable. Even then after you have had that, customers will ask you things that you do not know about. Jot those down, and write us immediately for the information. You cannot know too much about your trailer. Every part, every operation, has a good and definite reason, and if you know that reason, why *this is here*, and *that is there*, then you will be better able to cope with your various selling problems. The following complete construction treatise will give you most of this information. There will be many things asked you that these do not cover, for customers always have a way of bringing up that point that hasn't been previously considered. When they do that, call upon us, we will do our level best to help you out.

SCHULT CONSTRUCTION

BEARDED CEMENT COATED NAILS

First of all, Schult Trailers use in every phase of their construction, (with certain exceptions) cement coated and bearded nails. On first thought you and many others will possibly think that nail construction is undesirable, but a careful analysis will prove to you their infinite superiority. A trailer is naturally subject to body strain and thus an exceptional type of bonding device must be used to insure its permanent stability. Screws, as you know, under a constant torture loosen in their seats, (drive a screw into a board and turn it past its base and you will be able to remove it with your fingers; drive a cement coated nail into a piece of oak and try to remove it) bolts will pull loose in their housings, ordinary nails will pull out, glued joints under extreme pressure break, morticed joints weaken body structure, thus BEARDED CEMENT COATED NAILS are the only answer, for when driven into any wood seal themselves by chemical action. To best illustrate how the cement coated nail acts, we suggest that you drive one into a piece of oak about three-fourths of the way and then take a hammer and endeavor to remove it. You will find that the head of the nail will pull off before it will come out, that it will be only with the greatest of difficulty that you can remove it from its position. The wood itself will break before it will tear loose from its permanently sealed position. A way of illustrating superiority is the fact that railroad rails are not morticed or glued to their ties but are nailed there with spikes driven into creosote surfaces, (creosote and the cement with which nails are coated are



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similar in constituency) box cars which are subjected to the greatest stress and strain are invariably put together in their basic structural parts with cement coated nails. It is a known fact that railroads spare no expense in building their cars to last. Whenever building is done with wood, or wood and steel combinations, nails are used in the majority of cases, not cement coated nails as a rule, but still nails. We go further, *we use cement coated nails in most operations.*

TIRES

We use U. S. Royal 16x6.00 four ply tires on Nomad and Travelease models, because of their high quality and absolute dependability; in the Cavalier and Aristocrat models we use 16" 6 ply U. S. Royal tires. Most manufacturers use smaller tires on similar weight trailers, which we do not feel are adequate; and you can assure your customer that our larger tire will carry its load efficiently. For example, one company uses a 16" 5x50 four ply on their two thousand pound unit, and another uses a 16x6.00 four ply on their 18' 2700 pound DeLuxe. These are examples of how manufacturers save money by supplying inadequate equipment.

WHEELS

Our wheels are manufactured by the Motor Wheel Corporation of pressed steel, just like those used on all Chrysler products. It is the highest grade wheel we can purchase. The same wheels are used on all Schult models with different sizes of Timkin True Tempered bearings to carry different weights. Hubs are forged steel. Competitive manufacturers usually have no such high standard—they buy here and there, whoever offers them the best price at any given time. The advantage of our Motor Wheel is the service that you are able to guarantee your customer at any point in the United States.

SPRINGS AND AXLE

The Schult Spring is a semi-elliptic ten-leaf Tuthill spring with the highest grade bronze bushed eyes and manufactured from the finest true temper 41x40 steel available. This assures you of a very flexible spring action and guarantees easy riding qualities. Most competitive manufacturers use only nine leaves in their springs. Continual loading of the coach will cause a nine-leaf spring to flatten and tend toward the loosening of the frame and cabinets.

WHEEL HOUSING

The Schult Wheel Housing is a Pittsburgh seamed unit, absolutely dust and water proof. It is securely fastened to the floor and further sealed with non-hardening dum-dum and treated with asphaltum to prevent rust.



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AXLE

The axle is 4" drop 1½" chrome molybdenum steel with 64" tread. This wider tread gives a Schult Trailer more stability than the narrower tread as used by many competitors. A heavier axle is used on Cavalier, Homestead and Aristocrat models.

STEEL CHASSIS

Schult pioneered the all-steel chassis and has consistently used it in sufficient weight to guarantee maximum durability and eliminate all sagging. The 3" structural steel chassis is used on the Nomad, Travel-ease, and Sport models, whereas 4" structural steel is used in DeLuxe, Tandem and heavy Commercial units. Many manufacturers are using rolled steel rather than structural steel. Rolled steel is lighter and does not have the strength of the latter. Any trailer is at times subjected to tremendous strains, and thus only the staunchest structural steel chassis will assure permanent stability. This steel chassis re-inforced by three two-inch structural angle members in the Nomad and Travelease; and four two-inch structural steel angle members in the DeLuxe and Tandem. The Schult chassis is 100% adequate for every road strain.

HITCH

Our Schult hitch is a ten thousand pound test malleable iron, automatic locking unit into which is built a screw type easy operating fool-proof landing jack and wheel, permanently encased in a well greased housing. It is simple and easy in operation. With it, a ten-year-old child can attach and detach a Schult Trailer from the car. This unit is bolted securely to the channel frame thus making a solid unit. As compared with the Schult hitch, one company, for instance, uses a flexible type hitch which consistently subjects the trailer to an up-and-down teeter-totter motion which resulting strain ultimately weakens the structure of the trailer. You can see how with our rigid type of hitch such a condition cannot exist, because with Schult hitch the trailer is actually a part of the tow car itself.

LANDING LEGS

Schult provides you with two semi-automatic landing legs, which when put down give the coach a feeling of stability. There is no rocking of it when you are moving around inside. You can walk into most any competitive trailer and feel the sway at the slightest motion. That is eliminated in Schult by the use of the landing legs.

FLOOR AND SUPER STRUCTURE

There are five supporting oak super-structure members on which the Schult floor is built. The floor itself is five-ply 5/8 industrial grade plywood, securely bound to the oak members with bearded cement coated nails. The whole in turn is securely bolted to the steel chassis



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in twenty-eight different places. The Schult plywood floor is a smooth seam-free surface, with the under side liberally painted with a moisture and termite-proof asphaltum.

This might seem an awful lot of undercarriage but remember, the foundation is the most important part of a house, or a house trailer.

Schult construction today is not a guess work, haphazard proposition. Every piece of material that goes into the hull and super structure of the coach is cut to an exact pattern on jigs and templates, and each experienced mechanic has his particular job to do; *steel men where we use steel, wood men where we use wood.* A careful blending of both materials, using each where it serves best, has given us a trailer of unusual superior strength and durability.

SIDE WALLS

The exterior walls of a Schult Trailer are of quarter inch three-ply selected Oregon fir plywood that have been dipped in asphaltum. This plywood is infinitely more resistant to breaking or denting than any material of similar weight, including metal, masonite, Celotex and other fabricated materials used by your competitor.

Fabricated materials are very brittle and become moreso with age. Metals in weights suitable for trailer use are very fragile, subject to easy denting or bending and elemental deterioration. Particularly undesirable are the woods laminated with thin coats of metal, because metal and wood, as you know, are of decidedly different chemical constituencies and expand or contract under varying temperatures to wide differentials. For instance, wood expands five times steel per degree of temperature perpendicular to fiber, whereas parallel to fiber steel expands three times wood. The answer is obvious, the two cannot hold together because the elements of nature are far stronger than any adhesives that could be used. A loosely jointed lumbering body is inevitable. Imagine the denting of the side wall and the work and trouble necessitated in either a steel job or a combination wood and steel unit. Just think what it costs to get a dented fender on your car repaired, and then apply the same reasoning to a dented trailer end or a bumped side wall. To satisfy yourself and your customer on this score, take a 16 gauge piece of metal, which is twice as heavy as most metal trailer manufacturers use, place it between two wood supports and then give it a crack with the hammer; then do the same with a piece of $\frac{1}{4}$ " Oregon fir plywood.

SUPPORTS

All shapes and supports used in the Schult body are jig items made on production machines. For example, the supports to which the cabinet work is attached are laminated 15 ply bows formed on a production



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shaping machine. An example is the fastening of heating stove pipe to two of these 15 ply bows, thus it cannot possibly leak or jar loose. (These bows are suspended to our main metal roof supports.)

A further illustration is in forming front of the coach. 15 ply bows are used to guide the plywood forming the front into a perfect, true point. Most manufacturers simply bend it around, trusting to luck that it comes out right.

STUDDING AND UPRIGHTS

The studding and uprights are of finest No. 1 grade kiln dried Oregon fir. The same type of material as is used in airplane construction and the more expensive custom automobile bodies, such as Rolls-Royce. The fir side walls are attached to these carefully selected studs and uprights by means of bearded cement coated nails, incomparably stronger in their holding action and freedom from loosening than screws and bolts, or rivets. The top of the coach is formed over steel bows, (here again Schult uses steel where steel serves best). Five of these metal bows in Nomad and Travelease, six in Cavalier and 8 in a Aristocrat, giving a roof strength that will support ten full-grown adults. The steel bow itself is the finest high temper steel available and the plywood top is fastened to it by means of the cement coated nails locked into laminated filler. The top is assembled as a separate unit and then secured to the side wall structure by means of bearded cement coated nails and carriage bolts. It is a physical impossibility for these two units to separate. The effect of the assembly is much the same as a Mason jar cap.

WIRING

The inside of the coach is wired with 12-gauge Romax loom covered cable, *passed by the National Board of Fire Underwriters*. All connections or joints are securely soldered. Very few competitive manufacturers use such a high grade wiring. We actually only know of one, all the rest use inferior grades.

INTERIOR SIDE WALLS

The interior side walls are also of selected quarter inch three-ply plywood with number one fine surface. The entire coach is lined from stem to stern, giving you an absolute $1\frac{1}{8}$ " dead air space throughout. This lining goes in before any cabinet work whatever, thus you have no bare ribs showing, such as you will see in many trailers.

LINOLEUM

The finest grade, soft finish service bond with a high lustre lacquer finish is used in Nomad, Travelease and Fir Aristocrat and laid over the entire floor before cabinet work or any equipment is put in. Heavy felt is put down first, it being glued to the floor, and the linoleum in turn



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being glued to the felt. In the Cavalier and Aristocrat Imperial models the highest grade Battleship inlaid linoleum is used.

CABINET WORK

The cabinet work in Schult Trailers is assembled in a separate part of our shop where only the most skilled artisans are employed. The men are equipped with the finest wood-working tools available and the result is the exceptionally neat, fine fitting cabinets. All cabinets and doors are of $\frac{3}{8}$ " selected Oregon fir plywood. You will notice in Schult Trailers that smaller doors are used than in any other trailer. The reason for this is to eliminate any chance whatever of warpage. The larger the door the quicker it will warp, thus where you see larger doors in Schult Trailers you will notice that they are panelled to give them the strength to resist warping. One large manufacturer, for instance, uses quite large doors in many of their coaches, with the result that after a short while they are badly warped and ill-fitting. Our using of many small doors means more hard work and greater cutting cost, but it is worth it.

SETTING OF CABINETS

Since every part of a Schult Trailer is jig and template built, the setting of the cabinets into the coach is a simple assembly job. It insures perfect joints and uniformity throughout. All cabinets are fastened to the walls and studding with heavy forged angle supports and finished with attractive rounded mouldings. You will never find Schult cabinets jarring loose from the walls as do so many more cheaply constructed coaches. We pay great attention to rigidly securing each in its place. We do not use our cabinets to support the side walls, as most competitors. It is ridiculous to suppose that a cabinet can hold the body in shape. Notice sometime the tendency that some coaches have to bulge. Take a look in the wardrobes of some competitive makes and the perfection of our method will immediately be apparent to you.

OUTSIDE COVERING—(INSULATION)

The first layer of outside side wall covering is Lennox Blue No. 932 air-cell felt wadding, which adds tremendous insulation value to supplement the dead air insulation provided by the vacuum chamber provided by the double wall.

TOP INSULATION

The first layer of top covering is half-inch loose woven Virgin white cotton insulation (white to deflect heat). We are among the very few using such insulating material. Tap the average competitive top or side wall and you will see that the covering whatever it might be, is



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stretched tighter than a drum head on a bare plywood or fabricated material and thus is absolutely devoid of insulating qualities.

LACRTEX EXTERIOR—The Most Practical Offered By Any Maker

After the blue air-cell wadding comes the mar, leak, fade and scratch-proof LACRTEX. This is a substance combining twenty-seven coats of lacquer on heavy gauge tightly woven twill. It is one solid piece from top to bottom, has the fine appearance of Cordovan leather and wearing qualities unique only to itself. We have tested myriads of materials for exterior covering purposes and found none the equal to this unusual product. The fact that it is one piece assures your customer that his trailer will not leak around the belt. It necessitates making all coaches one color unless painted, but that we feel is more important than having two colors and potential leakage (leakage that would cause irreparable damage to the body structure.) The colors are rich and full bodied, the brown, maroon, green and cream are all of the same chemical substance and have equal wearing qualities. To illustrate the high quality of LACRTEX, take a coin from your pocket and vigorously scratch any piece of it, then suggest to your customer that he do the same to a steel, masonite, or as a matter of fact, any other type of exterior covering. LACRTEX will not scratch—any other will. You can use this as a tremendous selling argument, for a trailer coach is wider than an automobile and will invariably be subjected to abrasions, rubbing against trees, brush, etc. Your *Lacrtex covered Schult* will not show *these marks*.

A TOP 100% LEAKPROOF

After the Lacrtex is applied we then stretch a heavy pre-shrunk No. 1.35 enameling duck top over the white cotton wadding insulation. This top comes down over the edge of the Lacrtex thus again forming a bottle cap action, and is afterwards permanently sealed with a non-hardening white lead and rubber base filler, making it absolutely water-proof. Schult Trailers use this more loosely woven finished top material because our engineering department has found that the material in order to be permanently satisfactory must be water-proof, and this allows the non-hardening sealer to saturate and completely fill pores and gives you a smooth leak-proof surface. Competitors invariably use tighter woven ducks and depend upon the aluminum coatings to render them water-proof. In the event of a scratch or a scrape the water-proof qualities of the top would be rendered useless. The use of aluminum paint on Schult decks is merely to deflect heat and for appearance.

Moldings on Schult Trailers are merely decorative. They are not at all essential to construction or water-proofing. A Schult Trailer is as staunch and water-proof before the moldings go on as afterward.



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Many of the larger trailer companies use molding to cover up seams and openings of various kinds.

LEAK-PROOF WINDOWS

Schult windows are the envy of our competitors. They are manufactured by the largest maker of Pullman and automobile parts in the United States and are marvels of efficiency, built with clear vision, double strength glass set into a felt rubber-lined frame that operates on a piano type hinge with no openings to allow sagging or leakage of dust or water. Screens are inside and permanently set into the frame. Being inside, you might point out, they are not subject to weather and consequently it is not necessary to renew them every year or so. The windows are so constructed that they act as awnings when opened, thus it is not necessary to run and put them down every time it rains, such as you must do with a roll type window. Since trailer windows are open a large percentage of the time this is a distinct advantage. The operating arms are adjustable to three different heights, not one or two as are so many competitive windows. The enamel finishes are picked to harmonize with your Lactex covering.

VENTILATOR—More Than Adequate For Efficient Ventilation

The Schult ventilator is of a special design, exclusively used in Schult models. It opens from the inside by means of a screw and the screen is removable for cleaning debris and leaf accumulations. Inch and a half flanges extend above the top of the coach over which the cap sits, thus you have sufficient lap to keep water or dust from entering.

EXTERIOR MOLDINGS

While moldings are for decorative purposes only, they are all formed and composed of either aluminum zinc or electro galvanized non-rust materials, painted in harmony with the top.

INTERIOR PAINTING

First, a Schult Trailer is sanded throughout, every exposed piece of wood is thoroughly smoothed and then a coat of the highest grade wood filler is applied to fill every pore in the wood. The trailer is then sanded again, removing all the rough spots caused by the sealer ruffling the surface. The trailer is again pushed back into the paint booth and covered thoroughly for a coat of a special process hard finish lacquer base substance known as Cellofilm, made from liquid cellophane, an exclusive Schult feature. This is allowed to dry a few minutes and then a second coat of the same material with a high gloss finish is spread on. Our Cellofilm finish is positively moisture proof, absolutely non-sticky under any weather condition and maintains its high gloss and lustre permanently. You may wash the inside walls of a Schult Trailer with



soap and water without fear of damage. The door parts and cabinet fronts are slightly tinted in all models to afford decorative contrast. Enamel finishes and stains of all materials are available. No other manufacturer can use Cellofilm (or liquid cellophane), thus none of your competitors can give his customer a finish of the same moisture proof quality. Schult Trailer standard models are finished in natural tones, because years of experience have shown that customers prefer cheerful bright lustrous interiors. Many of your competitors use heavy, dark depressing stains in an effort to obtain a rich effect. The customer, however, will soon tire of these if he should purchase one, and you will be doing him a great personal favor if you can persuade him to abandon his idea of dark stain, even though he might not perchance purchase his trailer from you. It is further interesting to note that by using a natural finish we must select only the best surfaces. With dark heavy stain panels it is very easy to use inferior qualities, blemishes and defects will not show and the manufacturer using such stains can often get away with cheaper grade of materials.

INTERIOR EQUIPMENT AND USES

Head boxes are provided in front, rear and all sides of the trailer, and places where they will not obstruct head room and are used for varying purposes, to give the maximum amount of storage space. Some are used for hat boxes, others for storage of linen, still others for dishes, pots and pans, canned goods, and a multitude of other uses that your own imagination will suggest. The wardrobes are full length and very spacious, with a hat box in the top, and a clothes hanger rod across the upper part which enables the hanging of full length dresses and garments. The door is large enough to permit the removal or insertion of the garments without difficulty and has in it a full length mirror. Many of your competitors have small inefficient wardrobes inaccessible and built over wheel housings which does not permit full length useage. The stove cabinet is large enough to accommodate an average camping stove and has below it two storage compartments for pots and pans, dust rags and the like, and other kitchen implements. The head cupboard just above it makes an ideal warming closet because of the vent passing through it which carries off cooking fumes.

KITCHEN CABINET

The feature of your kitchen cabinet is the full fifty pound ice box that actually holds fifty pounds of ice. We know of no other trailer manufacturer whose coach will actually hold that much. All of them advertise it, but Schult alone can actually give you a box of that capacity. It is insulated with special nu-wood non-absorbent insulation which will keep twenty-five pounds of ice under extreme heat conditions two days. The balance of your built-in features, including water tank, pump, sink,



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light fixtures, electrical outlets, etc., are adequately explained in your catalogue.

COMFORTABLE BEDS

You can brag about your Schult beds to great lengths, for they are full 48" wide (whereas many others are only 44"), full 6' 3" in length, and of the very finest inner-spring construction. The forward bed is a studio couch in the day time, with three back cushions. It is very easy to open up into a full double bed at night. The rear bed forms a breakfast nook in the day time and at night makes a full 48" wide, 6' 3" double bed. The same high grade inner spring construction as the forward bed. Under each of the breakfast nook seats is a large capacity storage compartment.

BUDDY HEATING STOVE

The Schult Buddy heating stove has been selected because of its extreme efficiency under all weather conditions. It will keep a Schult Trailer 80 degrees of temperature in sub-zero weather on as little as sixty pounds of coal per week. This, by actual report of owners. Of course, the heating efficiency is largely enhanced by the fine insulation provided in the coach construction, nevertheless, the heating unit is a highly efficient device.

SUGGEST EQUIPMENT USES

There is a reason for every article of equipment, every head box, and every cabinet in a Schult Trailer. A fluent knowledge of the uses to which these various fittings can be put will help you in your selling. For instance, your ice box is 50-pound capacity, with separate compartments for food and ice. The ice compartment holds milk bottles, catsup bottles, vegetables, perishable vegetables, perishable condiments, meats, etc. There are drawers for clean linens, silverware, head boxes for dishes, other head boxes for hats, shoes, various articles of apparel, storage cabinets for canned goods, dry vegetables, a shelf for spices, salt and pepper, etc; clothes closets, bedding boxes, storage boxes under the breakfast nook for more permanent disposal of equipment. Every little cabinet has a use and in making your sales talk the suggestion as to what each is used for will help a lot. Remember, your customer does not have the knowledge or experience that you have with trailers. He sees all these things but his imagination cannot readily visualize uses without your help. Thus it is imperative that you familiarize yourself with equipment uses. One of the best ways to do this is to sit down in your trailer for a couple of hours and just imagine yourself packing it for a vacation trip, or planning it for a permanent abode. Where would you put your equipment? Develop your own ideas and then in your sales talk give these ideas to the customer. Have a purpose for everything. Where



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the customer might have different ideas about certain things he will respect you for suggesting uses.

EFFICIENCY IN SELLING

DEMONSTRATE — ENERGY AND ACTION

Another phase of your selling plan is the demonstration. It is not enough to just step into the coach and say "Here are the beds, here is the stove, here is the water tank." That is much too dull! Your customer will better react to action in your demonstration. Something like this: "Here, Lady, is how the bed opens up" and then actually open the beds, show them how the studio couch makes into a double bed. Do it, don't just discuss it. The same is true of the breakfast nook bed. It is difficult for the layman to understand how the table goes down between the bedding boxes to form the base of the bed, and how the cushions fit together to make a full 48" wide and 75" long bed. Actually demonstrate how this can be done, make the bed up for them, ask them to lie down on it, then they will understand much better what you are trying to get across. Show them how the water pump works. Open the wardrobe door, the ice box doors, open and close the ventilator, show how this encourages ventilation, put action into every phase of your sales talk. On the outside of the coach use a coin to show them how the Lacrtex cannot be scratched; operate the landing jack, operate the windows, take your "torture stick" and beat the side walls and top to show your customer that plywood wadding and Lacrtex will stand more abuse than metal or masonite. Have your customer reach up and touch the top so he may feel the wadding underneath the water-proof decking. Explain why the coach has a silver top, how these silver tops reflect the heat rather than absorb it, and thus makes a trailer cooler. Show by actual demonstration how the ten-leaf springs absorb the road shock, how the hitch operates. Be graphic and dramatic in your sales demonstration. Use action and your selling job will be 200% easier and far more profitable.

CLASSIFY BUYERS

As you show to more and more people, you will find it very essential to classify them as to the type of prospect they are to determine what sales approach to use, as well as to how energetically you should work them. After you have made your preliminary approaches, secured your customer's name, found out where he is from, his occupation, how many in his family, and that sort of thing, ask him point blank what he intends to use his coach for. (At this point we might say if it is going to be for vacation or touring, by all means sell him brakes, because if he doesn't have brakes sooner or later he is going to run into trouble and you will do him a great favor even though



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he might at first think that you are just trying to collect a few extra dollars commission. The reason for this is, many states are requiring brakes on all trailers over one thousand pounds. If the customer is going touring he is likely to get into trouble if he doesn't have them. It is not because the trailer actually needs brakes that this is true; it is more because legislatures must have something to legislate and trailers are it, because they are new and none too well protected as yet, although the Trailer Manufacturers Association, of which we are a member, is frantically trying to control and suggest fitting legislature.)

BUILD SALES TALK TO FIT TYPE OF PROSPECT

After you have classified the customer then build your sales talk to him around the classification into which he falls. —He is either going to use the coach for vacation purposes—or he is going to live in it as a permanent home in one location or by a traveling salesman, as a permanent home moving around all the time. (This prospect also should be sold brakes. The fellow that is going to stay in one location three to six months at a time and then move only a few hundred miles doesn't need brakes.) The usages of each trailer, with the exception of commercial, fall into one of three general classification and thus it behooves you to have three general types of sales talks. Basically, of course, they will all be more or less the same, for construction, convenience, appearance, and mobility are important to all three. However, you will note that mobility is not as important for the permanent home prospect as it is to the vacationer; by the same token, year around livability is not quite as important to the vacationer as is mobility. It is your job as a salesman to determine just how strongly you must stress the various sales features to each type of prospect; and when you get a customer that is interested in a permanent home then you must build your sales talk with that thought in mind.

Consider it just as you would apply it to yourself—How best can this customer use this trailer as a home, how will the various features fit into his needs? It is true that to the person accustomed to living in a large apartment or seven room house a trailer is going to seem small and confined. It means a change in the method of living and there is no use beating around the bush. Come right out and tell them that they have got to get used to living in smaller quarters and doing without things they were previously accustomed to having. You might say at this point that even though they had a seven room house they could never live in more than one room at a time; in a trailer they simply live in the same room all the time, rather than moving from one room to another. A trailer is nothing less than a condensed home—four rooms ingeniously packed into one. It is a dining room, kitchen, living room and bedroom—all in one.



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Experience will help you in the development of your sales talks around these general classifications, and since selling is largely a matter of putting yourself in the customer's place, careful study of what you feel to be each particular problem and then adapting the words and phrases you use around your own answers to these problems will make your best selling talk.

KNOW COMPETITIVE PRODUCTS

It is well, and as a matter of fact, very essential, that you have a thorough acquaintance with competitive products, because the trailer buyer is a shopper and he will know or find out a lot of things about other trailers at the same time he is finding out about Schult. Competitive salesmen will fill him up with hot air, and unless you know just what the competition has to talk about you will be on uncertain ground. Furthermore, the customer is often an incorrigible liar—he will tell you anything to beat down your price or make one of your selling arguments appear foolish. Thus, if you don't know competition you are likely to find yourself behind the eight ball. A customer will tell you that this company gives him so-and-so for so much money and it doesn't seem right to you, you can't understand it unless you know it is or is not true.

If you are well informed on competition when a customer tells you some unreasonable and outlandish story you can discount it for what it was worth, and let it serve you as a guide in handling it. Don't ever contradict or pick a fight with him but be as polite as possible in explaining to him how he has been misinformed, and if you are right you will find that the customer will very quickly change his tactics when he finds out that you know what you are talking about.

Don't believe anything a customer tells you about competition or about prices that other Schult dealers make. It is a natural tendency on the part of most to endeavor to beat your price down. They are likely to tell you that another Schult dealer has offered them tremendous discounts, just in order to get you to do the same thing. *Just bear in mind that if the other dealer had made him such concessions he wouldn't be approaching you.* The same thing is true of competitive products. If the other competitive product has such tremendous comparative value he wouldn't be so much interested in your Schult. Always be careful to analyze prospect claims, answer them carefully, and if you know your own trailer and competition you will have the customer where you want him, and find him easier to sell because of this knowledge.

LEARN SALESMANSHIP

If you have never had previous selling experience there are certain basic selling fundamentals that you should know. To develop yourself as a salesman a complete knowledge of sales psychology is essential. We



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do not pretend to be final authority on such subjects. We can advise and suggest. Our suggestion is that you go to your own local library and consult the experts on this subject. By the experts we mean those individuals who have made sales psychology their profession for years and who have put their findings into words. Your library will have quite a selection of books on selling psychology. A thorough reading of some of these books will do you a world of good and help you become a better salesman. Some of the titles are:

“New Psychology of Selling and Advertising”—Link, 1932.

“What Makes People Buy”—Laird, 1935.

“Getting Results in Selling”—Ivey, 1934.

“How to Make More Sales”—Simmons, 1936.

Your study of salesmanship will give you more information from the selling angle than most suggestions we could make. However, we do want to point out a few truths that we have gathered in the course of our trailer selling experience—things that apply particularly to trailer selling.

1. **FIRST**, there is the unquestionable value of having the customer on your own ground, so to speak, in the coach itself. When you have him sitting down inside the trailer, he is to a great extent, at your mercy and it is at this time that your greatest selling effort should be put forth. (Natural politeness on the part of most men will not permit them to get up and walk out on you without hearing your story fully.) He has come there to look and listen and will invariably hear your story. You will make calls at his home possibly, but if you can, by all means get him to come to your display.

2. **IT IS** our suggestion that you show and demonstrate your Schult Trailer to everybody and anybody regardless of how they might be dressed or how interested they might appear. Very often you will find that the interested person is shabbily dressed, yet has ample money to purchase a trailer. Therefore, we do not subscribe to the theory that a trailer prospect must look the part. Bear in mind that many trailers today are sold to people of most limited means. Those folks buy trailers to live in because it is the cheaper way out, and you cannot afford to gamble the loss of a sale by being inattentive to any prospect.

3. **CHILDREN** often have a bearing upon a trailer purchase and it is important that you should show children the coaches when they evidence an interest in them, for they carry home to their parents stories and descriptions that might often lead to trailer purchases.

4. **HAVE CONFIDENCE** in your coach and confidence of your price. If a customer tells you that he has been offered another trailer at less price than yours, tell him that “Evidently that’s all my competitor



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thinks his trailer is worth and thus it is worth only that much to you. The price on my Schult Nomad is (so much). I know it to be worth every penny of that price and if mine is higher than my competitor's, it is because I have a better trailer, not because I am making more profit."

5. WHEN a customer asks you to cut the price on your trailer, tell him that all the price-cutting has been done by the factory and that offering him a Schult Trailer at its low price you are giving him a cut price as compared with competition. You can justify such a statement by again pointing out that the Schult Company is the Nation's Largest Builder of house trailers, has a background of five years experience of building, has three large factories devoted exclusively to building house trailers. Has a nation-wide sales organization, purchases for cash and enjoys cash discounts on all supplies and materials and passes these savings along to our buyers. They are manufactured in a town where living costs are low and thus can be produced more economically.

6. YOU WILL have customers who will want to buy a trailer made in their own town because of saving the freight. Point out to these buyers that even though the trailer might be made in their own home town every single piece of equipment in that trailer must come from some other place—the plywood from Oregon, the axles from a steel company in Pennsylvania or Indiana, tires from Akron, Ohio. While they might not be paying freight on the completed product, they are paying freight on the raw material. In the final analysis it all adds up to about the same, but because of large production we actually save them money.

7. DON'T let customers ask you questions until you have given them your thorough selling on the trailer. Anticipate every question they might have, but tell them about it before they ask you. Don't let them get you on the defensive. Always keep one step ahead with your selling. Show them that Lacrtex will not scratch, before they have an opportunity to ask, etc. Then after you are all done with your job of selling, invite their questions for discussion on points that might not have been correctly understood.

8. WHEN you are through showing to interested prospects, make it a point to invite them to return again and bring their friends along. Invite them to spend as much time as they choose, in examining the coach by themselves and planning how they would use it. Make them feel at home by letting them have a few minutes by themselves if they indicate such a desire.

9. ALWAYS sell to the woman of the family because she will be the hardest one to talk into the idea of living in a trailer. She is reluctant to give up the many conveniences she enjoyed at home. Put it up to her as a sporting proposition, something that she will like after



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she gets accustomed to it. Make her feel that if she will just give trailer life a chance to show itself more, she will like it. You can honestly, truthfully state that 99% of the people that buy house trailers like them and that most people in the start have misgivings as to whether or not trailer life appeals to them.

10. BE SURE and make your selling talk complete and tell the customer how camps are available for him all over the country; show him how trailers are hitched to the car; show him how it is safe on the road; drive one yourself so that you can better describe the ease with which they handle and the speeds they can be driven at with safety. If you have driven a trailer yourself it is a great deal easier to talk because you can speak with authority.

Plan not only to drive a trailer but to actually go out and spend a few weeks living in them yourself. It is good selling experience because it will enable you to trailer life and trailer travel with the convenience that you know really exists because you have experienced it yourself.

11. SELLING of any product, particularly trailers is largely supported by your attention and enthusiasm. If you can be enthusiastic about trailer life, then there will be no doubt as to your success as a trailer salesman. If you are not enthusiastic, analyze yourself to find out why you are not. There are hundreds, yes, thousands of successful trailer dealers in the United States and not one of them has been successful without enthusiasm. You have to know and honestly believe that Schult Trailers are the best trailer. If you cannot make yourself feel that way about them do not by any means try to continue with the line.

12. IT IS sound selling sense to keep your line complete at all times. It is not impossible to sell from a one trailer display *but it is so vastly easier* if you have two or three or four models in stock. You will attract more prospects to begin with and when it comes to the final actual selling, by having a complete selection, you can complete the job right now. The customer won't need to wait until he can see some other models; he can make up his mind at once.

13. IT IS also sound selling to have a small stock of used trailers because so often you will attract prospects to your lot to see your used trailers and sell them a new unit. All trailers have been so wonderfully improved in the last twelve months that used units do not compare in value, even when considered at a reduction. Thus you will find when customers come to see your used trailers they see the comparison and you will be able to sell them a new job.

14. ALTHOUGH we have mentioned this heretofore in the manual, we want to again stress the importance of keeping your trailers clean. It means so much to the impression of customers. If you don't have



your trailers clean it is likely that they will think that trailers are hard to keep looking nice and when they get that impression you have immediately set up a selling obstacle. So by all means lick that obstacle before it appears by keeping your display spotlessly clean, both inside and out.

15. AS ONE last point. Always keep closing materials such as order blanks, checks, etc. in every demonstrator so that when prospect is ready to close you have everything handy.

— STUDY OF MARKETS —

As outlined above the usages of trailers fall into three general classifications—pleasure or vacation, year around living, and commercial. In order to make these classifications useful to you it is wise to determine where you are going to find the prospects that fall into these various groups.

SUMMER VACATIONERS—Top Notch Prospects

In this first group the pleasure or vacation class are all those folks who want their trailer for a summer or winter vacation. (Incidentally, there are just as many of the latter as the former.) During the summer months the school teacher, office worker, professional man, the artisan, business man, civil employees and skilled workmen are potential prospects. They might have two weeks, three weeks, even up to two months vacation period in which to enjoy a trailer. One of the best ways to contact this particular group is by direct mail.

Of course, it is with them as with everybody else, a matter of education. They must be shown how they can have a much more enjoyable vacation at so little cost. When you stop to analyze the fact that an average family of four people cannot travel for less than \$4.00 a night for their lodging, (in tourist camps and tourist homes often of uncertain character), \$6.00 a day for meals, (again of an uncertain character), or a minimum total cost of \$10.00, and then have to put up with the inconveniences of packing and unpacking every time they stop, having to look every time they stop for some suitable place, and all the other aggravations that go with non-trailer touring, that with a trailer could be reduced to \$2.50 or \$3.00 and that is only considering a family of four. Just think of over a period of two weeks that is a savings of \$70.00

It is true that if the purchaser only takes two weeks vacation and doesn't look forward to pleasant week-ends for the balance of the year, and another vacation the next year and still the next year, a trailer isn't going to be particularly valuable unless he rents one, or rents his to friends from time to time; but if the prospect not only takes his two to eight weeks vacation but also wants to get out over week-ends to enjoy



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the lovely recreation spots that are being provided all over the country you can readily show him how in two years time, at the very outside, he can pay for his Schult Trailer.

In making the above cost estimates we have used minimum figures. The truth of the matter is the class of prospects we mentioned above wouldn't stay in a \$1.00 tourist cabin, or tourist home, they wouldn't be content with 25c breakfasts, 45c luncheons and 65c dinners. They are accustomed to better living, and their actual expenses would run for a family of four in the vicinity of \$6.00 a day for lodging and \$8.00 a day for meals, (both still of the uncertain and doubtful character.) Only in limited sections of the country are there really nice tourist camps and desirable hotels. It is extremely difficult to find really good food unless you know your way around exceptionally well. A trailer vacationer can be sure that his food is good, because he can prepare it himself. He doesn't have to worry about hard beds and unclean surroundings in his lodging. He doesn't have to start worrying around about four o'clock in the afternoon where he is going to spend that night or whether or not the next camp or hotel will be full. His trailer makes it possible for him to stop wheresoever he choose and it opens avenues of recreation that otherwise would be definitely closed. In certain of the more beautiful vacation sections where he would want to go no accommodations are available. Just for instance, take the Black Hills, of all the romantically beautiful spots in the United States here is one, and yet, accommodations are so limited that every year thousands of tourists have to pass it over very lightly, simply because there are not enough facilities to go around, and what facilities there are aren't up to their standard of living.

As you can readily see if you will consider all the angles, a Schult House Trailer is definitely the answer to the vacation problem of a multitude of your fellowmen. It would be easy to elaborate on this subject to great lengths; cost, convenience, how the user may go where he wants, when he wants to, the avenues that are open to him, all by use of a trailer; how his week-ends can be made so much more enjoyable, how the trailer can take the place of a lake cottage by giving him not a cottage at one lake all the time, but a cottage on wheels at whatever lake or resort he should choose to visit. We must sell the idea that vacation is not just a two-week proposition alone, but can be made an every week idea and if that thought can be implanted in the minds of those who have the means (and those means need not be great, for you must remember Schult Trailers are not expensive, that they can be purchased as low as \$345 completely equipped F.O.B. factory), then your potential market is tremendously multiplied. We must



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implant the thought that trailer vacations cost no more than staying at home, and when this idea is firmly implanted in a prospect's mind nothing will stop him from purchasing.

You can doubtless add many types of occupations to those listed above, and increase your vacation prospects list. Needless to say, if you work on those alone you have a big job cut out for you—a job that will pay you heavy dividends.

WINTER VACATIONER—A Huge Profitable Group

Another class of vacation prospect is the winter vacationist. California, Arizona, Texas, Florida and other Gulf states are meccas for those folks who cannot, or will not, stand the rigors of northern winters. Years ago a trip to Florida in the winter time was thought of only by the very wealthy class; today, people in every walk of life are enjoying the warm sunshine of the South. These prospects are of a somewhat different nature than the ordinary vacationists. They are city folks of more than average means, ederly retired couples, farmers and pensioners.

Take them individually, for the man of means a winter in Florida in a trailer is romantic, it is fun, novel. Florida offers many luxurious camps where they might go and have just as much class and distinction as they would have by stopping at the ultra smart hotels. These prospects will purchase trailers of the class of our Mahogany Tandem, big beautiful coaches of an ultra nature. There are not so many of these in your locality, but still a few. Those few are very definite trailer prospects and will make very profitable customers.

RETIRED FOLKS

The elderly retired couples are numerous and a winter in Florida is naturally appealing. Many of them haven't any too much money and as a consequence a trailer is the only answer for them. To go to Florida under ordinary circumstances, stop at hotels, eat all their meals out, is just out of the question. It is far too costly. But, in a trailer that is a different story. They can positively live just as economically in Florida, as a matter of fact *more so* than by staying at home. In St. Petersburg, Bradenton, Sarasota, Orlando and Miami are lovely vacation spots where they may spend the entire winter and enjoy warm, invigorating sunshine at very little cost. They don't require big elaborate trailers and a Schult Nomad or Travelease will satisfy their needs admirably.

In this day and age this is not the limited class that it used to be. It is a popular idea now for a man to retire when he has accumulated enough to see him through his declining years comfortably. Our government is planning its social program to make this more possible. Insurance companies have for years preached retirement plans, and a



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careful analysis of your community will show you that there are a surprising number of folks who could, if they chose, winter in Florida. It is up to you as a salesman to sell this idea, to encourage it and to show these folks, many of whom will be doubtful, that it is possible for them to enjoy a winter in Florida at such little cost.

Fortify yourself with facts on the cost of living, how their trailer rental space will run as little as a dollar fifty a week, how food stuffs are inexpensive, and how the camps are well appointed, comfortable and convenient. Show them how folks of their same type are spending their winters in this lovely vacation spot—Florida. In St. Petersburg last winter the trailer users were numbered among the thousands and of this quantity, fully 80% were folks from 50 to 75 enjoying a grand time, improving their health in the brilliant sunshine and living most economically. Florida is dedicated to winter vacationists and the state's every effort is put forth to make things easy for just such folks as we are talking about. We think it would be good for you as a salesman to spend a couple of weeks in Florida next winter just to convince yourself of the fact that it is a wonderful place to winter. You can do a much better job of putting the idea across if you have actually seen it for yourself.

THE FARMER AS A PROSPECT—AND A GOOD ONE

This year, of all years, the farmer is also a prospect for a winter vacation trailer. Along in September when his planting is done he is going to have time on his hands and money enough to do something with that time. The farm income this year promises to be bigger than any year since 1929. Get your share of it! What better for a farmer than a winter spent touring the South, from Miami around the Gulf to Brownsville, Texas, and then on to El Paso and the West Coast. It is a trip most folks have always dreamed about and never had the means to make, simply because traveling costs were always too high; but with a Schult Trailer that is all changed, for here again it doesn't cost any more for him to go and enjoy such a trip than it does to stay at home. Gas and oil is his only extra. He is a somewhat harder person to sell on the idea than the previously mentioned types. He is conservative, often slow to accept new ideas. There again is where salesmanship and suggestions enter into the picture. By way of illustration, Chicago we'll say is 1300 miles from Miami, a gasoline cost of \$16. What other expense does he have? If he stays home he has to eat, pay rent, buy fuel, lights, telephone. If he stays home he is going to spend money for entertainment of one sort or another, which just about balance the 50c a night he has to pay for parking his trailer. Why then isn't it just as cheap to go? The truth of the matter is, it is actually cheaper and what's more, just think of the fun he will have.



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We are sure that if you get this thought and idea implanted in your own mind that from there it is a simple step to transfer it to that of the prospect. But first you must, of course, be sold on it yourself, and it will take some figuring, some analyzation to really get the correct slant.

In your vicinity there are hundreds, maybe thousands, of families who can easily afford just such a trip. As we mentioned, the idea is for you to convince them. Whenever you see a farmer acquaintance, ask him if he is going to take a southern trip next winter; keep talking and think the idea yourself. Naturally, a farmer's first reaction will be "Nope, can't afford it." When he's made that statement he has left himself open for your selling ability. If you talk it enough, advertise it enough among your friends, use newspaper ads, direct mail and word of mouth advertising, then you will have no worry as to whether or not you will make trailer sales in September, October, November, December and on into the first of March. For out of any given number of prospects they will all choose a different time to make their start.

PENSIONERS AS PROSPECTS

When we speak of "pensioners" we think more of the governmental employes—the railroader, the fireman, and policeman. Those who retire at a comparatively early age on pensions of some nature. They usually have stayed pretty close to their job during their years of employment and are naturally eager to travel when they give up working. With many of them it is a case of making trailer life a year round proposition, South in the wintertime, North in the summertime, Maine to Washington and from Florida to California. Like all the rest, they can travel far more economically in a Schult House Trailer than any other way and almost as cheaply as they can afford to stay home.

This type of prospect is easily accessible. You can readily find out from your employment lists who these are, when their retirement terms go into effect and enough about them to make your selling job quite easy. It is largely an educational job and you should plan to start working on such a prospect a good three to six months before his retirement goes into effect. By dint of a persistent mail and follow-up campaign, by the time the man is ready to give up his job you can have him *so sold* on trailer life and trailer travel it is merely a question of taking his money and getting his coach. He will be more likely to respond to your efforts than certain of the other type of prospects we mentioned because he is usually an intelligent open-minded individual accustomed to change and progress and it isn't so much of a job to sell him on the idea as it is to sell him on the feasibility of using a trailer. Thus in this instance a thorough knowledge on your part of how a trailer adapts itself to year around living while traveling is a paramount necessity.



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GRAND TRAILER CAMPS

The fact that wonderful trailer camps are springing up all over the nation is making trailers easier to sell. Contrary to certain articles published on the subject today, it is possible for a trailer traveler to find adequate parking facilities in practically every town or city in the United States. Certain of them are, of course, a little backward in their development but on the main, most municipalities provide one sort of camp or another and furthermore, additional ones are springing up every day. Rates are reasonable, sanitary facilities are provided, camps are usually placed in an attractive natural setting, so you need have no hesitancy about telling your customer that he will have no difficulty in finding suitable places to park his trailer.

Of course, many of them are not interested in facilities provided by organized camps. They want to get out in the wilds, away from all human habitation. That, of course, is something they can do in a trailer better than in any any other way. In other words, it boils down to this, no matter what your customer's or prospect's idea is regards trailer travel you will have no trouble whatever in satisfying him there are camps if he wants camps, and there are wilds if he wants wilds. There are roads every place he wishes to go and his Schult Trailer will go there faster, easier, more economically and more comfortably than any other trailer he could select.

It would be well for you to school yourself in vacation spots in the United States, get acquainted with the Grand Canyon, the Great Smoky Mountains in Tennessee, with beauty spots of northern Missouri, Wisconsin and Michigan, with Yellow Stone and Glacier Parks, the Painted Desert, Redwood forests of California, Crater Lake in Oregon, The Great Plains of Kansas and Nebraska, the lovely Berkshire and White Mountains in New England, the Catskills and Adirondacks in New York, the Shenandoah Valley and the Blue Ridge Mountains of Virginia. By having a working knowledge of these various nature wonder lands you can paint a glowing picture of happiness and fun to your trailer prospect, all of which will make him more and more enthusiastic about the idea. The big railroad companies sell rail transportation by telling the wonderful things that a person can see when they take the train. Let us sell trailer travel the same way, suggesting trailers as a means rather than Pullman cars. Our selling job is so much easier than theirs because we have so much more to offer from every standpoint—*comfort, convenience and economy!*

TRAILERS FOR YEAR AROUND LIVING

In the last twenty years the United States has increased in population 15%, whereas actually the housing facilities have decreased. No homes, to speak of, have been built in the last seven years, and thousands upon thousands have grown obsolete, deteriorated to the point



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where they are no longer fit for human habitation. Just what does this mean to you as a trailer dealer? Simply this, that *there is a definite acute housing shortage today*. A housing shortage to which trailers are not only the only answer but a very satisfactory answer. We cannot say whether or not it is true in your community, but in so many of those that we know, the housing problem has become so serious that trailers have been welcomed by city officials.

This point can better be illustrated by telling you of actual experiences we have had. Lansing is a city of some 80,000 population, progressing very rapidly industrially, no unemployment problem, and on the whole things going nicely with the exception of the fact that building has lagged far behind the development. Young couples are growing up, getting married, wanting homes of their own, new families are moving to town, and what is happening? Rents are going sky-high, even the barest hovels and single rooms demanding excessive rental figures. Then along comes a house trailer and people awake to the fact that you can live in a house trailer and be more comfortable in it, that you can have as much fun and enjoyment in it as any other place, perhaps not as much room in the sense that you have four or five different rooms, but actually enough to get along well. People today spend less and less time in their homes anyway, more in their automobile seeking entertainment, so a large house is not as essential as it used to be. Whereas ordinarily they might pay \$50 a month for three rooms they can buy a trailer for the same amount of monthly payments and in the course of a one or two year period at the outside, it is theirs.

PROFIT BOTH WAYS—SELL THEM—PARK THEM

But where are they going to park these trailers, they ask. That is where you as a dealer fit in. It is your job and our job to provide these folks that want to live in trailers the year around with a suitable place. They could park them in back of filling stations, as many thousands are doing, in the Hammond, Gary and many other industrial areas. They could park them on vacant lots as many we have seen in Detroit and other large cities, and they get by. That isn't the best way of doing it. The real and most satisfactory way, and the way which can be made to pay big dividends, is the establishment of a permanent trailer city. Just for instance, as a Schult dealer in Mansfield, Ohio has done. He has secured twenty-seven acres of land (five would be enough) within $\frac{1}{2}$ mile of the city limits. He then has laid this land out in plots of perhaps twenty or thirty foot squares. He has put an electric outlet at the end of each of these lots ready for the trailer. He has provided a central toilet, lavatory and bath house. Then he tells people to whom he sells trailers that they may come out and live on his lot for payment of a certain fee, enough to cover the up-keep, pay quite a dividend on



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his investment and cover the cost of electricity. He is developing a filling station and grocery store to work in connection with the trailer town and the occupants of this trailer own are year around tenants. They are happy, they enjoy life in their trailers. They have more freedom than you or I. They have less responsibility and are every bit as good citizens. They pay their taxes but they pay them in a little different way. They buy groceries, gas, all the necessities of life that you or I buy, and yet live more economically.

The development of a trailer city of this nature is going to do more to foster trailer sales in your town than anything else you could possibly do. It doesn't mean that you yourself have to make the investment. You can very likely interest some one of your local financiers to do it, for it has a profit potential from the rental standpoint alone. The cost of establishment of such a camp is not out of proportion to the return out of the investment. It is a naturally good investment for you if you are in a position to handle it. If you are not, then and only then, is the time to suggest it to someone else. If you can do it yourself it will pay you double. You will not only sell the trailers, but will also collect the rentals. We know of some lot owners who get as high as \$20 per month for trailer space, and the average is around \$12. It is entirely feasible that your town, dependent, of course, on its size, is capable of supporting two or three of such camps, for you'll find that once you get it started it will rapidly fill up with trailer tenants. We spoke of Mansfield, Ohio in giving you the basis of this; it isn't by any means an isolated example. Kenosha, Lansing, Terre Haute, Davenport, Chicago, Omaha and a long list of others are building and developing trailer towns and, of course, Florida, California and Texas have many of them.

We can develop this *year around trailer market* into something of extreme magnitude if we get together and work it out. We can make our trailer business a permanent and profitable thing if we would just concentrate on this one idea alone, because contrary to everything that conservatives say, contrary to all the adverse legislation we have had at certain points, folks like to live in trailers, they enjoy their trailer life, and they are not going to be denied that privilege by any stupid body of legislators or moss-backed conservatives. Eventually they will provide their own trailer towns, but you can make more money out of the thing if you do, for the fellow in the field first always reaps the biggest reward. We know and can prove that people like to live in trailers—hundreds and thousands of them—and we sincerely believe that more and more will do so as we build our trailers more convenient, more livable, more durable, which of course, we are continually striving to do. We'll build the trailers right; you as a dealer get busy and provide the place for the trailers to park, and together we will consistently build our trailer business into a permanently profitable proposition. (Plans



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for the development of a trailer city are available to you at any time you care to write this office.)

If you just get one family started living in a trailer, the rest will come easy. A new idea like this must be put over by example, and thus your first one is the hardest one.

CONSTRUCTION MEN AS TRAILER USERS

The Government has embarked upon a tremendous public works program which is pouring large volumes of money into most every state in the form of road construction, bridge and dam building, soil erosion programs, power developments, etc. Following each of these projects is a large number of workers to whom housing is a serious problem. These folks are among the best of trailer prospects. They simply must have some place to live in and in most instances there aren't by any means enough facilities to take care of them, and often what facilities are available are by no means desirable or close to their work. It is possible that your town is not in the vicinity of such development, but if it is, there is a market that you cannot afford to overlook.

These construction engineers and workmen are well paid and we have found that in the course of the past few months they are eager to purchase trailers once they get the idea. The trailer is the only answer to their problems. They move frequently from one location to another and thus a trailer has more than one appeal. The living costs go way down in proportion when they buy a coach. Many men working on these jobs would like to have their families with them, providing satisfactory arrangements could be made. With a trailer that is made easy. Thus it will pay you well to diligently work any such developments in your area. To you dealers who are located in the oil fields and mining regions, an even greater potential opportunity is awaiting you. Their problems are the same as those of the construction workers, except more manifold, for oil and mining developments are usually in places where there are absolutely no housing facilities whatever. In contacting both of these markets it is well to take your coach right out among them and demonstrate it. Here again is a case where when you get one started the rest will flock to your banner, for news moves fast among these people.

YOUR OWN IDEAS AS A PLUS FACTOR

We have covered but briefly the possibilities in the trailers for all the year around living field. So many developments are going to take place that we cannot anticipate the many separate phases of it that you yourself will think of. We do not pretend to have covered the subject thoroughly. We are sure that you have ideas as to how the market can be developed, and we can assure you that Schult Trailers are every day planning and making improvements that make the various models even



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more livable. We are keenly conscious of the inconveniences that beset those people now living in trailers and are bending every effort toward the building of coaches so that they may be considered genuinely adaptable as home coaches. We are aware of what is required and as quickly as we can get new ideas on the subject we work them out. We have been and we intend to be foremost in the development of trailers for such purposes so you need not feel that you are going to be outmoded. To steal a phrase from another large organization, may we put it this way, "When better trailers are built Schult will build them."

COMMERCIAL COACHES

While many dealers are slightly conscious of the fact that trailers are sold for commercial purposes they do not fully realize the tremendous potentiality in this field. They think of it in terms of big companies such as General Electric, Big Yank Shirt Company and Inter-National Shoe Company, whereas actually there are just as many, if not more, prospects for commercial trailers, in proportion, in your own city or town than there are in the many larger centers. Just by way of illustration, let us take one of your local clothiers. He undoubtedly does a small rural business in that farm customers come into his store for shoes, overalls, commodities of that sort, on Saturday. How could he better develop his retail business than by filling a trailer with socks, gloves, shirts, and various articles of apparel that are needed by farmers, people in smaller towns, and sending this trailer out on the road to stop at each farm home and show his offering. Even if he didn't sell a nickel's worth of merchandise on such a trip, the advertising alone would be worth the cost, for ordinarily this farm home will buy a lot of merchandise from mail order companies that it would buy from him if he would go out and make an energetic effort to make that business. But to say that he wouldn't sell a nickel's worth of merchandise is folly. That trailer will in three month's time pay for itself in profits.

Then let us take another illustration—one of your local opticians. Let us assume that your town is the center of the county and around it are perhaps half a dozen very small villages, and supposing your local optometrist converted a Schult Commercial Trailer into an office and one day each week he went out to a different one of these small communities, after having announced the fact that he would be there upon a certain date. That just isn't logic to expect that he would not have the privilege of fitting many eyes that would otherwise not come to him. That, at the same time, would be advertising for him. Ethically, he is not allowed to advertise, but he can't help himself as his trailer does it for him, and he will not be criticized for so doing.

Then there are photographers, grocers, barbers, appliance stores, radio stores, shoe stores, dentists and a multitude of others who could better serve their community and make more profit by using trailers to



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reach rural families and small outlying towns. It will pay you big dividends to work on these prospects.

A number of commercial coaches traveling through your territory will sell many others, not only commercials but pleasure coaches, living coaches.

To help you in this work we have an engineering department at your service which you are invited to use at any time for the formulation of plans, making quotations, ideas and suggestions. This phase of the trailer business is on the whole somewhat secondary to the vacation and home coach, but nevertheless it is a profitable angle that you can work with little difficulty and without much sacrifice of your regular activity. Our facilities as a manufacturer are admirably adapted to commercial purposes, for we can and will, as you know, fill your customer's needs, and the price will be below that of competition, because we maintain a large shop for such purposes exclusively.

— ADVERTISING —

The methods of advertising Schult Trailers are manifold, and the following are suggested to you merely by way of a starter. We know that after you have gotten the grasp of the business you will think of many other ways to promote sales, and it is intended that these are suggestions which you can or cannot use, as your judgment dictates. We urge, however, that you consider the merits of each. We have found them practical in our years of trailer experience and various other dealers use many of them consistently and profitably. In discussing them we will not attempt to classify them from a merit standing; the last one might be the best or the third one might be the best for you. We merely want to give you them for what they are worth. You determine which you want to use and how you want to use them.

THE MAILING LIST

Right from the very first you will receive visitors at your display. They will come in and say they would like to look the trailers over. Many will say, "I am not in the market now but I might be sometime." The first thing to do with that prospect is to get his name, address, occupation, age, make of car and some expression from him as to what he wants to use a trailer for, on a filing card and then religiously put these cards away and keep them. Some prospects won't want to give this information to you for fear you might intend to bother them with call-backs. Tell the prospect this is merely for your information and you do not intend to call on him further unless he requests it or gives you permission. Tell him the idea is merely to keep him informed as to the progress in the trailer business, that you will send him new catalogues and news of any developments and that it won't cost



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him a cent. In this way you will have no trouble in getting his name for your mailing list.

FOLLOW UP EACH PROSPECT

After you have accumulated a few names for your mailing list, make it a point to follow these up periodically every month, two months or six months, as you choose, with a mailing piece of one sort or another. If there is a price change advise him of same by means of postal card or some letter. If there are new developments, which there always will be, tell him about this, how the trailers are improved or about a new model that is coming out. You can always find something to write about to a potential customer and this way you keep that customer reminded of the fact that you are in the trailer business and should he ever decide to buy a trailer, he cannot help but remember you as one who has been courteous enough to keep in touch with him. He will tell his friends about it and always think well of you for the service.

We as dealers maintained a mailing list for four solid years and we found that as long as three years after those names were placed on our list, customers came in and bought. They often said that one of the reasons they bought was because we never let them forget we were in the trailer business. They thanked us for thinking well enough of them to keep them on our list, even though at the time we put them there they had no intention whatever of buying. This is not a costly method of advertising because for as little as \$12.50 you can make a mailing to 1,000 prospects. You will find that your list, after you have been in business a few months, will appreciate in value and be one of your best assets. Even though one of your prospects might in the meantime buy a competitive trailer, don't let that stop you. 99% of the people who buy trailers sooner or later buy another. (That, incidentally, is one reason for our faith in the future of the business.) People like trailers and keep them rather than getting rid of them after using them a few weeks. If at any time you need any help of follow-up material, we urge that you call on us. It is part of our job to assist you in the preparation of mailing material and we are always glad to do so.

SHOW YOUR COACH WHEREVER YOU CAN

Most every community will have its picnics, Izaak Walton League conventions, Sportsman's Conventions, and Conservation Club Conventions and it is a very good idea to attend such affairs with your Schult Trailer. Any place where people are congregated there are bound to be trailer prospects and the more of these you can make, the more trailer business you will do because trailers are just like anything else—you must show them to sell them, you must tell people about them and let them see them.



HAVE A SALE

Now and then it is a good idea to conduct your own special display announcing a new model or something like that. Merchandising establishments conduct sales—Anniversary sales, Spring sales, Fall sales and they usually are successful. Therefore, why can't you as a trailer dealer conduct your special anniversaries? You don't necessarily call them sales—call them special showings or anniversary showings. On occasions like this decorate your lot or salesroom with bright colors, banners and streamers. This is the application of an old merchandising principle, based on the idea that the unusual attracts attention. Your customers are normally used to seeing your trailer lot look a certain way. When they see it dolled up on some special gala occasion they will stop and look to find out what it is all about. Tie in such merchandising events with conventions and municipal celebrations. It is ballyhoo that brings business and this is just one of the many effective forms.

GET INTO PARADES

Every once in a while somebody has a parade in your town. It is either the American Legion, the Elks, the High School Band, or what have you. At any rate, arrange to get your Schult Trailer in that parade and have it decorated with appropriate signs, advertising yourself as the dealer for Schult in your town. Remember, the more people you get to see Schult Trailers in connection with yourself as a dealer the more sales you will make. Whenever you hear of anything of this sort go see the party in charge and ask him if you can't help make the parade a success and give it length by driving one of your trailers. It works both ways—it helps you and helps them—and you will have no trouble in getting permission to participate.

CIRCUS FOLKS ARE GOOD PROSPECTS

Several times during the course of a season there will be a Carnival or Circus breeze into your town or one of the neighboring communities, and when it does, make it a point to go out and contact every show person on the lot. Show folks are among trailerdom's greatest adherents and a good salesman will be able to sell one or two trailers to members of the show. These people all either live in trailers now or are going to buy a trailer. Many times you will have trade-ins to make. It is smart then to be very careful in your dealings. Don't allow them any more than you feel you can get for the trailer on a resale basis. (For the course of the next few years used trailers are going to be so much in demand that a careful dealer won't possibly lose any money on them, so you need not feel afraid to make trade-ins.)

COUNTY FAIRS — STREET FAIRS

Along in September each year you probably have a county fair or local street fair. Whatever it is, be there with a trailer display. It is



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the grandest meeting place in the world for your rural type prospect and it is there you can find out who he is and start preparing him for a sale during the fall months. This is one event we almost feel we should demand you do, for we realize the tremendous importance of making your county fair. Have a competent salesman in attendance if you can't be there yourself. By all means, take the names of those people who visit it. Naturally, there will be some, such as children, that you won't bother taking the names of, but you readily discern just how interested the prospect is, and if he asks one question get him on your list. Don't feel discouraged if you don't sell any trailers at the fair. Few people go to such an event with \$400 to \$500 ready to pay out for a trailer; you can do your closing after the fair is over. We would suggest that you plan to make yours with at least two models—the more the better—and again we say, don't miss it!

RADIO

If you are located in a town that has its own radio station, as do so many of our American cities today, by all means give radio advertising a chance to see what it can do for you. Time announcements, weather reports, a word about your Schult Trailer in connection with any announcement, will increase your prestige in your community and bring you many live prospects. Advertise a free catalogue and suggest in your program the many ways that a customer can use a Schult Trailer. Your announcement can't be long, nor can it be involved; let it be a simple, direct statement telling where you are, what your prices are and suggesting how a customer can use a trailer. We will supply you with written continuities if you wish. Radio is one form of advertising you should use.

NEWSPAPERS

Your local newspaper is one of your best advertising mediums. Consistent classified ads in a classified section as suggested in section I of this manual are very profitable as likewise is display space when judiciously used, but there is something else you will find in newspapers that doesn't cost you a penny, and that is news events. You will frequently see announcements that Mr. Jones is planning a trip to some place or another. That is the time to get in touch with Jones and suggest his using a trailer for that purpose. You will see wedding announcements, and when you do, immediately get in touch with the couple to be married and suggest they plan to take a trailer honeymoon. You will see where a new firm is moving into town and bringing so many employees. Contact that firm, suggest to those incoming employees how they might make trailers their homes if homes are not already provided for them. You will see announcements of road construction where trailers can be used by the contractors bringing their employees in.



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Newspapers will announce new business' coming to town and each new business is a potential prospect for a trailer as a supplement to his regular store. Sportsmen returning from fishing trips, while they won't be immediate prospects, you know they will be going fishing again and the thing to do is to take their names and tell them about Schult Trailers for the next time they plan to go. The newspapers are a never-ending source of information. Study them carefully, subscribe also to the papers of the surrounding communities. All of these have news items and gossip columns from where you can derive the names of many folks who can be developed into trailer buyers.

TRAILER CLUB

As a means of developing interest among trailer prospects, it is a good idea to form a trailer club among your present trailer users. Just by way of illustration—In Peoria, Illinois, one very enthusiastic Schult dealer has organized a club of Schult users. Each week-end these people get together and plan a trip to some point or another within an easy touring radius. They all go together in their trailers in a regular caravan—some 14 or 15 of them—and as reports go, simply have great times. This trailer club is the talk of the town and there is not a question but what it is selling Trailer Travel to many of the other citizens. Its membership is growing and last reports were that they were planning the formation of several other similar clubs. It just takes one live wire to do the job and if you don't organize it yourself, suggest it to someone else and you will find it will really work.

DISPLAY COPIES OF SCHULT ADS

Schult is one of the leaders in national advertising. It will help you a great deal to cut the various Schult ads out of the Saturday Evening Post, Trailer Travel, Outdoor Magazines and post them where people can see them, either on your show windows or your trailer windows. Prospects like to read things pasted on windows and you will find that showings of these ads will attract a lot of attention. We also recommend that you take the various bulletins that come from the factory from time to time with the price information, etc. on them, and paste those up in a conspicuous place around your display. A good 80% of the people will go out of their way to read something pasted on their window. If you can get your customers to read the ads and bulletins it is just one more step in your selling progress.

RAFFLES

The American Legion, Veterans of Foreign Wars, Veterans of Spanish American Wars, and other patriotic organizations and clubs frequently have raffles as a means of raising funds. Certainly nothing at the present time is more desirable to them as an object of raffle than a trailer. Trailers are of tremendous public interest. They get more pub-



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licity than any other present-day item and therefore, you should make it a point to approach every organization you know of that have held raffles and suggest that they give away a Schult Trailer on their next. Offer to sell them this Schult Trailer at your cost, because even though you don't make a thing on it the advertising you will get as a result will be invaluable and there are so many ways you can tie in your own activities to make such a raffle more productive for you. You can, after the thing is all over, have the organization give you a list of the parties who bought the tickets and then contact them. If they were interested enough in buying a ticket, it is possible through promotional effort to promote their interest to a point of selling—possibly not today or tomorrow, but sooner or later.

GIVE EVERYBODY A CATALOGUE

The factory supplies you with catalogues and it is important that every prospect be given one of these catalogues. You can also put copies of them in the hands of filling station operators in your own and the surrounding small communities. See that copies are supplied to your library, to your local Automobile Club Office. Every place that people are likely to congregate is a good place for one or more Schult catalogues and always be sure that these catalogues go out with your imprint rubber stamped on the place provided. You never know when or where someone is going to see it.

GET YOUR NAME IN THE PAPER

Whenever anything happens that is of any importance to you at all as a trailer dealer, call up and tell your local newspaper about it and get them to publish an account of it in the news columns. For instance, when one of the factory representatives visits you, that is news as far as you are concerned, and your paper will be glad to publish it. Whenever a new model is announced, that is news, and your paper will be glad to publish it. By way of illustration—our Croton, New York dealer sold a trailer recently, trading a piece of property for it. That was news and the newspaper published an account of it. Take advantage of every opportunity that you get, even though you might send them five articles they don't use; if they use the sixth one, it is worth your while. Every time you get Schult Trailers mentioned in connection with your name it will mean just that much more to you. Publicity is often more valuable than paid advertising space, so be sure you get it. You are entitled to it as much as any other advertiser in your town.

HANDSOME LETTERHEADS ARE IMPRESSIVE

Naturally, as a business institution, you will want letterheads. Be sure that your letterhead has a cut of the trailer on it and we suggest that you also get some blotters and business cards with your name and,



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of course, the cut of the trailer on it. Every piece of paper that you use in connection with your business—order blanks, bills, invoices, and checks should bear not only your name but also a picture of your trailer. All these things will help to make your customers, your buying public, trailer minded and that is what you want. Cuts will be provided for this purpose.

USE FARM PAPERS TO REACH RURAL PROSPECTS

There are likely to be weekly papers at some of the smaller towns that reach the farmers of your community and we suggest that you use these occasionally. Space is, as a rule, very cheap, and well written ads at frequent intervals will be quite worth your while. Mats and cuts of trailers are available to you for these purposes.

Among the novel ideas that have been used by Schult dealers is one that is very productive of results. It is the publication of a classified ad in the real estate columns reading as follows:

APARTMENTS FOR RENT

“A Schult Nomad Trailer is a complete 4-room apartment, living room, dining room, kitchen, bedroom, all in one. You can pay for it like rent. Six models, \$345 and up. Jones Trailer Mart, dealer.”

GET FOLKS PLUGGING FOR YOU

In order to get prospects from the surrounding small towns and rural communities, it is a very good idea to tell filling station operators and automobile salesmen that you will pay them a percentage on every tip they give that leads to the sale of a trailer, which will be \$10, \$15, or \$20; whichever you think will be productive of results and then religiously adhere to it. If an automobile salesman, for instance, brings or sends you a prospect, by all means give him a commission and he will bring you more.

IDEAS OF YOUR OWN

This list of advertising ideas we know can be supplemented with many, many more and we invite your suggestions as to what they might be. Everyone has original ideas and if we can make these ideas usable by other Schult dealers just as we can make his ideas usable by you, the Schult organization throughout the United States and Canada will be better because of such cooperation. As a dealer, you naturally want Schult Trailers to become the best known, the most widely advertised of any in the country. It makes your selling job easier and therefore, to this end we request your staunch cooperation.



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— SCHULT FACTORIES AND MANUFACTURING FACILITIES —

Hitherto in this manual we have placed little stress on the part that Schult Trailers, Inc. as a manufacturer play in your merchandising program. It has been more the nature of a manual that will help you sell any trailer, regardless of the make, providing that trailer is a good trailer and providing it has the popular appeal. At this point we want to show you why the Schult line is better adapted to any selling program than any other line of trailers; also why the Schult franchise is a valuable asset to you as a dealer

First and foremost, of course, is the trailer itself. From a general construction standpoint as you know, Schult Trailers are built with an organization having a background of five year's trailer experience. We have been dealers, distributors and manufacturers during those five years, serving the trailer public so that we know what they want, how they want it, and why they want it. In building Schult Trailers, our idea has been to build them low in price and yet high in quality. Being located in Elkhart, Indiana, we naturally have lower labor costs, not because we hire cheaper labor, but it doesn't cost labor as much to live. Therefore, labor can really have more of the comforts of life on the wages we pay than in cities and other communities at rates much higher than ours. That is one factor. Another is, the facilities for building. In Elkhart we operate two large plants, each with total floor space well over 100,000 square feet. We have plenty of room, every facility in the way of modern machinery and modern equipment. We are also comparatively close to all sources of supply.

BENEFIT OF EXPERIENCE

Last but not least, we have been manufacturing trailers long enough to have eliminated the "Bugs" from our product. Many of our workmen have been with us since our start and you can naturally see how experienced workmen can build much finer merchandise, better, more economically than can unskilled, inexperienced laborers. Our men are accustomed to working on such operations as are found in trailer manufacturing. They realize the importance of craftsmanship, of doing things right. They know that their jobs depend upon the customers being satisfied with the product. Many of the improvements that appear in Schult Trailers are resulting from ideas and suggestions on the part of our employees. In other words, the thought we want to impress is the fact that as a manufacturing organization we are better equipped by virtue of a contented employee and experienced employee group to give you better trailers. Naturally, having the available space and the facilities to build many trailers, they cost less in proportion. It is always true that you can build one hundred of a unit cheaper than you can build one, and that is why the quality of Schult Trailers is continu-

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ously going up, whereas the cost has advanced only in proportion to the increased cost of raw materials.

WE DISCOUNT OUR BILLS

Being adequately financed is another indirect factor in our ability to give you better trailers at lower cost. Every single item of raw material that goes into a Schult Trailer is purchased at a cash discount and that means that those savings are passed on to you, or rather to the consumer, for in this trailer business you are not actually the consumer—you are the middleman—and that, incidentally, is a better way for you to view this whole thing. (Put yourself in the place of a dealer and not a consumer. Look at it from a dealer's standpoint.) Cash discounts amount to about 2% and we frankly believe we are possibly the only company in the business who, by virtue of careful management, are able to pass these savings along to the consumer.

A SCHULT CUSTOMER IS NOT A GUINEA PIG

From an engineering standpoint your Schult Trailers have no superior. No organization in the country is better qualified in either manpower or experience to engineer a trailer to perfection than we.

Aerodynamics, road stress, physical properties, material durances, chemical analysis, have all been carefully considered and weighed in the selection of parts, style, materials, designs and equipment used in Schult Trailers; all coupled with the priceless ingredient of experience, (for as you know, science must be tempered by experience to be useful.) The very best of engineering talent is at our disposal and the most capable of designers. Our material suppliers are on the alert to supply us with raw materials of superior quality; as the largest users of such items in the business, we naturally get a preference. It therefore follows that an organization such as ours, with all the previously outlined facilities at our disposal, is far better equipped to give you trailers superior in every respect, at a lower cost. Hours could be spent going into details as to just how this statement applies. We could draw comparisons but all that isn't necessary. A careful study of your product as previously suggested will bear out this statement, and a study of the construction division of this manual will further assist you in appreciating the statements we make.

A COMPLETE LINE MAKES SELLING EASIER

It is difficult to emphasize too strongly the value of a complete line of trailers. We supply you with the *Schult Sport*, the *Gadabout*, the *Travelease*, the *Nomad*, the *Nomad DeLuxe*, the *Fir Cavalier*, the *Mahogany Cavalier*, the *Homestead* and the 22' *Fir Aristocrat* and the 22' *Aristocrat Imperial*, which makes it possible for you as a dealer to supply any customer's needs with a single line. It means that you can devote



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your entire attention and time to learning this line. Believing it with your heart and soul. You cannot serve two masters. You cannot serve two trailer lines and do the job efficiently. You must either sell Schult and believe it is the best trailer line in America without exception, or you don't. If you believe that, then you don't need another supplementary line to help you sell and the taking on of a supplementary line will mean your money is invested in something you cannot conscientiously push in comparison with Schult Trailers. That is the reason, mainly, we give you a complete line so you don't have to take on another line of trailers to give you complete coverage. You have a Schult Model to fit every purse and desire, and regardless of what Schult Model the prospect wants, you can go after him, knowing you have the best trailer he can possibly secure.

You know that your price is lower in proportion to value than any he might be looking for. You can tell him about it with full confidence that you are 100% right and you can back up your statements and claims with sound common sense facts, armed with such a feeling and confidence in your product and factory that your selling job becomes so much simpler and easier; for your own opinion is reflected in the way you present your selling arguments. If you don't believe in the product then there is no use in expecting anybody else to. To reiterate, with seven different models to select from, you should have no difficulty in meeting every trailer need. We might add that whenever the demand develops for something else that isn't in the Schult line, then we will supply it. Our objective is to keep Schult Trailers foremost leaders in the trailer industry. That is why we have continued to expand, taking on new plants, developing new models and new ideas. We are determined to remain first in the field and we want our dealers to share this prosperity. Thus, we give them not only a complete line but the best in each price class.

AN EXTRA SERVICE

In addition to giving you, as stated above, a complete line to sell from, we also offer as an added service the option of purchasing coaches as you want them equipped. We find in selling house trailers that while standard merchandise will fit any need to a certain point, beyond that the completion of the sale is largely a matter of being able to supply the customer with certain special items he might want. For instance, special ice boxes, special heating stoves, special curtains, floor coverings, beds, etc. It is difficult for you to appreciate the value of this added service if your experience has been confined to the Schult line alone. Most other manufacturers of trailers insist that *you buy them as they make them* and frown on special equipment; even so far as deducting from your discount when coaches are purchased other than standard. All this naturally makes the selling job harder for competitive dealers. With the Schult line, however, all that resistance is overcome because no



SCHULT TRAILERS

matter what your customer wants you can give it to him at, of course, extra charge. Naturally, he is willing to pay this to get what he wants, thus you have a selling advantage over every competitor; for no matter what you need, Schult will supply it for you. This cooperative policy on the part of our organization is to a large measure responsible for the tremendous success we have enjoyed, and we fully intend to continue with that policy in full force. You can make this an invaluable asset in selling if you use it judiciously. In many cases it isn't necessary to sell other than standard equipment, but when it is, it is available to you. That is when you will appreciate it the most. Frankly, we recommend and desire you to sell standard units; using only the special equipment angle as a means of closing when you have exhausted every other selling argument.

CUSTOM CONSTRUCTION

The standard market is by far the largest and most important to you, however, there will be times when you have customers who insist upon being different, who will want the interior of their coaches arranged to satisfy some odd whim or desire and to assist you in landing this customer we maintain a Custom department, exclusively for this purpose. We maintain a staff of engineers capable of designing special interiors for you, and executing whatever ideas your customers might present. Here again is another invaluable asset from the standpoint of selling because it enables you to consider every single trailer prospect you get, regardless of what his needs or desires might be. Naturally, this type of purchaser is in the minority, but at the same time you do not want to lose any sales that you can make at a profit, and we don't want you to, for profit is the lifeblood of your business and only with profit will you be able to continue as a Schult dealer. We do not recommend you sell any more special units than you absolutely have to, for that can so many times cause you a lot of trouble; nevertheless, disregarding all that, bear in mind we are ready and willing to assist you with such merchandise at any time. It will be easy for you to decide between the prospect who just *thinks* he wants something special and he who actually does want it.

SELL UP AND ADD TO YOUR NET

Accessories offer an opportunity for extra profit. After a customer has said, "Yes, I will take a Nomad, a Cavalier or whatever it might be with this and that equipment," and you have his order and deposits, then is the time for you to bear down on him for accessories. Sell him extension cords, awnings, oven stoves, grills, and any of the vast number of accessories available to him. When a customer's reserve is broken down he is in a buying frame of mind and will continue to buy until his last resource is exhausted. You can actually sell him most anything,



SCHULT TRAILERS

providing, of course, it is something he can reasonably use, and to be truthful, you will be doing him a favor if you will sell him those accessories which you know he will need when using his coach. The factory makes a number of such accessories available to you and we recommend that others we cannot or do not supply be secured by you and kept in stock, for they are a source of extra profit without extra effort or cost. Among the things that you can feature as accessories are the following:

Throw rugs for the floors	Outboard motors
Gasoline lanterns	Rear view mirrors
Flash lights	Canopies
Deck chairs	Sanitary toilets
Unbreakable dishes	Fire extinguishers
Thermos jugs	Gasoline operating irons
Clothes drying racks	Kitchen utensils
Radios	Electric fans
Wind chargers	Blankets
Wardrobe bags	Bed linens
Phone systems	

It isn't necessary to carry a large stock of accessories—just have them available for display—and be sure that you make plenty of profit on those you do sell—it is very easy.

FACTORY COOPERATION

The importance of factory cooperation to you is best expressed in the following slogan:

A good dealer
A good trailer
A friendly factory
Is an unbeatable combination.

Thus, we as manufacturers, make it our business to cooperate with our dealers in every possible way—by advertising the product nationally to a large consumer audience, by building it correctly from the standpoint of design, mobility and durability, by making the line complete so that it answers every trailer need, by giving you full cooperation on adjustments and by supplying you with sales helps, pictures, actual samples of materials used, etc., and by giving you service when you need service. To elaborate on this last statement, let us point out that as a trailer agent it is not going to do you one bit of good to sell trailers if you can't get them when they are sold. Thus, you as a dealer should align yourself with the company that has a good product priced right who can deliver, and it is for this reason alone that we are equipped with three large factories, two in the United States and one in Canada, for the production of trailers. We mean to give our dealers coaches *when they need them* and during the active fall months—as a matter of fact, the entire year 'round. There will be from time to time occasions when a certain model is built a certain way which will not be available to you at the moment,



SCHULT TRAILERS

but in the main, Schult will give you delivery when you need it. We don't know whether or not you fully realize just what this means to you. If you did not have trailer experience last year you do not know that for many months trailer dealers made lots of sales upon which they had to refund deposits because the manufacturers could not give them deliveries. Such a condition will not exist this year with Schult dealers for we are geared to give you deliveries.

DON'T LET SMALL FRY HECKLE YOU

From time to time there will be certain small manufacturers spring up in your vicinity. Here and there people will get the idea that the trailer manufacturing business is a bed of roses and start building a few trailers and it is very likely that their first trailers will be priced somewhat below yours but it is just as likely the product will be decidedly inferior, but there are a few buyers to whom that won't make any difference and you must expect to lose some of your prospects. These small manufacturers, however, when they find out their costs and begin to place a valuation on their own time, begin to establish themselves as legitimate and efficient manufacturers, soon find that they cannot produce a quality trailer comparable by any means with a product such as produced by a large manufacturing organization like ourselves. Furthermore, the make shift construction of these crude manufacturers may not show up until after they have been in use for a certain period. We do not pretend to be able to compete with that sort of competition and, of course, do not have to after it has gone beyond the preliminary stage, because their prices soon go up beyond ours as well as those of other legitimate manufacturers. Small manufacturers should not concern you. They have no national consumer's acceptance, they cannot support you with national advertising and they cannot develop a line of trailers to meet all forms of demand. They are thorns in the side of trailer dealers who will always be to a certain extent with us—minor annoyances and nothing to let worry you or us.

Today's buyers are beginning to buy names in the trailer field. And with the Schult name behind you—you have all anyone could want.

"Schult Trailers must make good or we will!"

SCHULT TRAILERS, INC.
Wilbur J. Schult



SCHULT TRAILERS

SCHULT SPORT

This model is primarily designed to accomodate four passengers single wall construction with the following equipment as standard. A good rental unit.

Wardrobe (full length)
Kitchen Cabinet
Dinnette Table
Large Ice Box
Mirror
Cook Stove Ledge
Heat Stove Ledge
Two stabilizing legs
Floor Covering
Ball and Socket hitch
Landing Jack
Tail Light and License Bracket
Clearance Lights
10,000 lb. test hitch
Electrical Fixtures
Folding Screen Door
Six Windows
Gravity 10 gal. water tank
Porcelain Enamel Sink and Stopper
Cadmium plated hardware
16 cu. ft. storage space under dinette seats

All steel chassis, $\frac{1}{4}$ " plywood side walls, fir and oak studs and sills, 12 ft. long (inside) 14 ft. (overall). Leatherette outside covering, weight 1200 lbs. with 150 lbs. on hitch.

Interior finish (special high gloss Cellofilm) natural fir with stained door, drawer fronts and cabinet tops. Exterior covering Maroon with mouldings enameled to harmonize. Aluminum top.

BASE PRICE \$285.00

SUGGESTED EQUIPMENT

Beds for 4	\$46.00
Cook Stove	7.00
Coal Heating Stove(Pet Size)	13.00
Curtains	7.00
> Bumper	7.00

SCHULT NOMAD

The 1938 Schult Nomad is without question America's outstanding trailer value--head and shoulders above anything else offered by any manufacturer.

A complete four-passenger unit, beds at opposite ends, equipment and specifications as follows:

Two large lined wardrobes	Tail storage compartment
Two hat shelves	Magazine Rack
Head boxes over breakfast nook	Dining table
Bedding drawers	Front drawer and storage cabinets
Cooking stove compartment	Heating stove ledge
Warming oven over cook stove compartment	Fuel bin
Observation type rear window	Three comp't condiment shelf
Cook stove vent	Two dressing mirrors
Three storage compartments	Four Electrical fixtures
Outward opening one piece screen door	Four 6-volt bulbs
Sink	15 gal. water tank
Marine Pump	Outside tank drain
Four clearance lights	Tail light
Linoleum	License bracket
Bread Board	Landing Jack
Ice Box (50 lb. capacity)	16 x 6.00 U.S. Tires
Kitchen Cabinet	Rounded corners thru-out
Extension ledge on kitchen cabinet	Safety step

16' long inside, 17' 6" overall, 6'3" wide inside, 6' 1" high inside, weight 2100 lbs., on hitch 250 lbs. All steel chassis, metal roof bows, $\frac{1}{4}$ " plywood inside and outside walls; Oregon fir studs and oak sills.

It is usually finished in natural fir, (high gloss Cellofilm) with stained drawer fronts, table tops, etc. Exterior covering is two-tone Brown, one piece Lacrtex with contrasting enamel base, belt and drip molding. Aluminium top.

BASE PRICE \$489.00

SUGGESTED EQUIPMENT

Beds for 2	\$25.00
Beds for 4	50.00
Curtains	7.00
Two burner cook stove	7.00
Bumper, chromium plated	7.00
Coal heating stove	15.00

SCHULT NOMAD DELUXE

The Nomad DeLuxe is identical with the standard Nomad in construction specifications. However, it is finished in genuine Philippine Mahogany, Inlaid Linoleum, and paneled head box doors. It is for the individual who desires a medium sized trailer with ultra-fine specifications.

In its class, the Nomad DeLuxe is so far ahead of any competitive products that you will have no difficulty making any sale, providing your customer has something of its nature in mind.

The general specifications are identical with the Nomad but we suggest the following DeLuxe optional equipment items rather than standard:

BASE PRICE \$574.00

SUGGESTED EQUIPMENT

DeLuxe Enamel 2-burner stove	\$11.00
DeLuxe curtains (Golden Celanese). . .	12.00
DeLuxe Chromium bumper	12.00
Coal heating stove with grill.	20.00
DeLuxe Innerspring beds for 2	35.00
DeLuxe Innerspring beds for 4	70.00

The Nomad DeLuxe finish is a rich natural mahogany with door fronts and table tops slightly contrasting. All doors are paneled and it is in every sense a gorgeous piece of craftsmanship. Outside covering is a rich two-tone, one-piece Maroon Lacrtex, with contrasting enameled base, belt and drip moldings. Aluminium top. Observation type rear window.

SCHULT CAVALIER

IN FIR -- IN MAHOGANY

A superb new 18' interior unit built in our custom shop, equipped with all DeLuxe equipment. (Replacing our 18' DeLuxe model)

Private toilet and lavatory compartment with medicine chest, sanitary toilet, as well as the following items:

2 large wardrobes	8 windows
Curtains	Inlaid linoleum
Bedding Drawers	Oven cook stove
Out swinging screen door	Warming oven over cook stove
(one piece)	Three comp't condiment shelf
2 dressing mirrors	Heating stove fuel bin
Paneled head-box and cabinet	Dining table
Doors	Magazine rack
Observation type rear window	Kitchen cabinet
Head-boxes over breakfast nook	Custom ice box
Rear in-built trunk	5 light fixtures
Dresser drawers	5 6-volt bulbs
4 storage cabinets	20 gal. water tank
License bracket	Ironing board
16x6.00 U.S. Tires (6 ply heavy	2 tail lights
duty)	4 clearance lights
Rounded corners thru-out	3 electrical outlets
Silverware drawer	Window in door
Landing Jack	1-3/4" I-beam axle

Inside length 18' overall length 19' inside width 6'3" inside height 6'1", overall height 92". Weight 2500 lbs., on hitch 300 lbs. All-steel chassis. Metal roof bows, $\frac{1}{4}$ " plywood inside and outside walls, fir studs and oak sills.

The Schult Cavalier finish is a soft tone natural finish (high gloss Cellofilm) with door fronts and table tops slightly contrasting. All door fronts are paneled. Outside covered in rich two-tone, one-piece Maroon Lacrtex with contrasting enamel base belt and drip molding. Aluminium top.

BASE PRICE Fir \$676.00

BASE PRICE Mahogany. 776.00

SUGGESTED EQUIPMENT

DeLuxe Beds	\$70.00
DeLuxe Curtains	12.00
Oil Heater	20.00
DeLuxe Bumper	12.00
Warner Electric Brakes	60.00

SCHULT HOMESTEAD

The newest and most novel combined trailer and home ever designed and produced. This coach rounds out a complete line to fill every conceivable trailer use.

A truly beautiful, spacious and luxurious home on two wheels, which affords unbelievable head-room and spaciousness, plus all the conveniences found in the most expensive custom built trailers such as:

Extra heavy re-inforced steel chassis	Two-tone Lacrtex covering
Natural two-tone fir finish	Arched partition making two separate rooms
high gloss Cellofilm	Stabilizing legs
7.00 x 16 tires and wheels	8 large windows
Safety step	Weight 2700#
Length 22 ft. (overall)	on hitch 400#
20 ft. body	Lighting fixtures and outlets
Inside width 6'9"	10,000 lbs. hitch and jack
Inside height 6'6"	Stop and tail light
Standard linoleum	

THE LIVING ROOM

2 large wardrobes (with full view mirror)
Handsome dressing vanity with case and mirror
Smart leather upholstered vanity chair with shoe box encased
Large spacious bedding and storage drawers below bedstead
Radio cabinet and four large linen drawers below
Head box storage compartments
Roof ventilator
Private toilet and dressing room opening off living room

THE DINING ROOM AND KITCHEN

Custom ice box	Adequate storage for pots, pans, dishes and canned goods
Oven stove	Roof ventilator
Sink and pump	Large dining table
20 gal. water tank	Head boxes
Overhead cook stove vent and warming closet	Spacious storage compartments under dinette seats
Silverware drawers, etc.	

BASE PRICE Fir \$851.00
BASE PRICE Mahogany. 994.00

SUGGESTED EQUIPMENT

Beds for 4	\$ 50.00
Oil Heating stove.	25.00
Curtains	7.00
Bumper	7.00
Electric brakes.	60.00

SCHULT ARISTOCRAT

A 3-compartment 22' unit with tandem wheel (Liggett's guaranteed knee-action toggle) undercarriage assembly. Truly the first complete home on wheels and definitely far ahead in construction, design, equipment and price.

GENERAL SPECIFICATIONS

Reinforced all-steel chassis
Beautiful natural Fir finish
Tandem wheels

16 x 6.00 6 ply tires

Electric brakes

22 feet long

6'3" wide 6'1" high inside

Service Bond linoleum

Head box storage compartment

Two-tone, one-piece Brown

Lacrtex covering

Landing jack, dual parking legs

9 new large windows

Streamline body design

Weight 3200 lbs., on hitch 350

Light fixtures and outlets

Built-in trunk

1/4" plywood inside and outside

walls; fir studs and oak sills

Safety step

TOILET AND LAVATORY COMP'T.

Wash basin and pump

Toilet and

Medicine chest

Clothes hamper

Shaving mirror

Two tone enamel finish

LIVING ROOM

2 large wardrobes

Desk and chest of drawers

Vanity and drawers

Roof ventilator

Dressing mirror

DINING ROOM - KITCHEN

Breakfast nook

Dining table

Custom 40 lb. ice box

Sink and water pump

20 gal. water tank

Oven cook stove

Bedding boxes under seats

Roof ventilator

Vent and Warming closet

over cook stove

Kitchen cabinet

Drawers, Vegetable bin, etc.

Sliding door

Observation type rear window

Rounded corners thru-out

BASE PRICE \$1,036.00

SUGGESTED EQUIPMENT

DeLuxe Beds \$70.00

DeLuxe Curtains 12.00

Heating stove with grill 20.00

DeLuxe Bumper 12.00

ARISTOCRAT IMPERIAL

The Schult Aristocrat is available in genuine mahogany with all DeLuxe equipment, inlaid linoleum, cedar lined wardrobes, bath tub, white tile toilet room, full length plate glass mirror in sliding door, and DeLuxe finish thru-out. Covered in one-piece two tones Maroon Lacrtex.

BASE PRICE \$1,286.00

SUGGESTED EQUIPMENT

DeLuxe Beds \$70.00

DeLuxe Curtains 12.00

Oil Heater 25.00

DeLuxe Bumper 12.00

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PRICE LIST OF EXTRAS

Effective October 20th, 1937.

Cream Lacrtex	\$	Extra Wheels	CT 4	\$ 4.50
Aristocrat	15.00		CT 7	5.50
Homestead	15.00	Ventilators	ea.	4.50
Cavalier	10.00		installed	8.00
Nomad or smaller	10.00	Windows	ea.	4.95
Two-toned maroon, Nomad	10.00		installed	6.00
Lacrtex only-Red per yard	1.80	Doors		15.00
Brown " "	1.60	Light fixtures		1.50
Painting Interior	20.00	Clearance Lights		1.00
Exterior, one color	25.00	Copper screens, all windows,	ex.	8.00
" two "	35.00	door	ex.	1.50
Oak stain, Nomad or Trvl.	5.00	In-built Trunk		20.00
Gold or Ivory dome	5.00	Metal folding step		3.75
Aluminum paint per gal.	5.50	Bath tub	Galv.	12.00
Touch-up enamels per pint	1.00		Copper	20.00
Nu Coach Wax per qt.	1.00	Curtain rods per set		1.00
Am. Varn. Wax " "	1.00	Extra plugs, set		.30
" " Cleaner " "	1.00	Six volt bulbs each		.30
Leather Seal " "	2.00	50 ft. rubber extension cord		2.50
Venetian Blinds, ea window	3.50	Brake control only, wire & plug		10.00
Awnings, reg. size ea.	1.00	Warner Electric Brakes		55.00
large " "	1.50	Installation of control		5.00
* Trailkook oven stove	45.00	Bendix vacuum brakes, trailer only		
* Coleman oven stove	63.00			35.00
* Prentiss-Wabers oven stove	55.00	Hitch (net to blacksmith)	\$8-9-10.00	
* Installation	3.50	Extra hitch balls each		1.00
4 burner cook stove	12.00	pins "		.40
White tile in C. stove comp.	10.00	Safety chains per pair		2.00
Potter heating stove-coal	20.00	Electric Water pump		25.00
Coleman " gasoline	28.50	Hand lever pump		7.50
Custom Ice box in Nomad	10.00	Marine type pump		3.25
Seng beds per set	95.00	Owosso flush toilet		30.00
Inlaid Linoleum		Tra-O-Let Senior		17.00
in Nomad or Travelease	12.00	Junior		8.75
Homestead	20.00	Sealbags pkg. of 6		.25
Fir Aristocrat	24.00	Antiseptic pwd. pkg.		.25
installed on Tables	6.00	" Liquid pt.		.50
standard print on tables	2.00	Steel Covering, Nomad		10.00
Special Colors extra \$15.	20.00	Extra height: Aristocrat		75.00
Six ply tires ea. extra	6.00	Cavalier		60.00
White side wall 4ply ea. ex.	5.00	Nomad or Travelease		50.00
" " " 6 " " "	11.00			

Specail arrangements and cabinets, subject to quotation
 PRICES ARE F.O.B. FACTORY. SUBJECT TO CHANGE
 WITHOUT NOTICE.

LIST OF NAMES

(Continued from page 1)

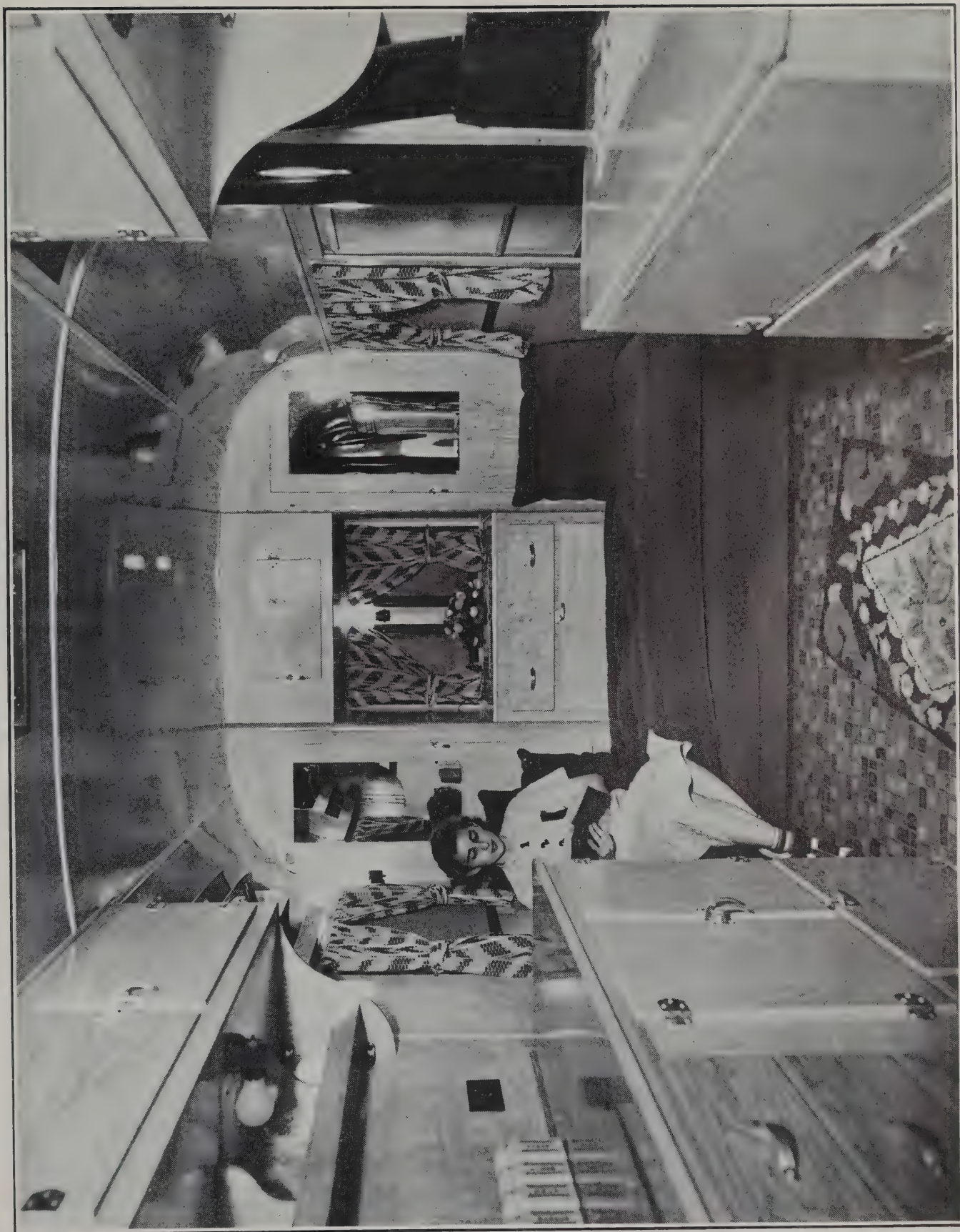
No.	Name	Age	Address
1	John A. Smith	35	123 Main St., N.Y.C.
2	Mary E. Jones	28	456 Broadway, N.Y.C.
3	Robert L. Brown	42	789 Fifth Ave., N.Y.C.
4	Elizabeth C. White	31	101 West 125th St., N.Y.C.
5	William H. Black	55	234 E. 86th St., N.Y.C.
6	James K. Green	22	567 Madison Ave., N.Y.C.
7	Sarah M. Hall	48	890 Park Ave., N.Y.C.
8	Charles F. Adams	38	112 West 110th St., N.Y.C.
9	Anna D. Baker	25	345 E. 92nd St., N.Y.C.
10	Thomas G. Clark	60	678 Madison Ave., N.Y.C.
11	Patricia L. Evans	33	901 Park Ave., N.Y.C.
12	George W. Foster	45	123 West 105th St., N.Y.C.
13	Helen R. Gibson	27	456 E. 88th St., N.Y.C.
14	Frank J. Hill	52	789 Madison Ave., N.Y.C.
15	Grace K. Lewis	36	101 West 115th St., N.Y.C.
16	Edward M. Miller	41	234 E. 94th St., N.Y.C.
17	Joseph N. Moore	29	567 Park Ave., N.Y.C.
18	Lillian O. Reed	44	890 West 120th St., N.Y.C.
19	Samuel P. Scott	58	112 E. 87th St., N.Y.C.
20	Virginia Q. Taylor	32	345 Madison Ave., N.Y.C.
21	Harold R. Walker	24	678 Park Ave., N.Y.C.
22	Beatrice S. Young	47	901 West 108th St., N.Y.C.
23	Clarence T. Allen	39	123 E. 91st St., N.Y.C.
24	Frances U. Baker	26	456 Madison Ave., N.Y.C.
25	William V. Carter	51	789 Park Ave., N.Y.C.
26	Marion W. Davis	34	101 West 112th St., N.Y.C.
27	Charles X. Evans	43	234 E. 93rd St., N.Y.C.
28	Elizabeth Y. Foster	28	567 Park Ave., N.Y.C.
29	George Z. Gibson	46	890 West 118th St., N.Y.C.
30	Helen A. Hill	37	112 E. 89th St., N.Y.C.
31	Frank B. Jones	53	345 Madison Ave., N.Y.C.
32	Grace C. Lewis	35	678 Park Ave., N.Y.C.
33	Edward D. Miller	42	901 West 110th St., N.Y.C.
34	Joseph E. Moore	30	123 E. 95th St., N.Y.C.
35	Lillian F. Reed	49	456 Madison Ave., N.Y.C.
36	Samuel G. Scott	59	789 Park Ave., N.Y.C.
37	Virginia H. Taylor	33	101 West 114th St., N.Y.C.
38	Harold I. Walker	25	234 E. 97th St., N.Y.C.
39	Beatrice J. Young	48	567 Park Ave., N.Y.C.
40	Clarence K. Allen	40	890 West 116th St., N.Y.C.
41	Frances L. Baker	27	112 E. 99th St., N.Y.C.
42	William M. Carter	52	345 Madison Ave., N.Y.C.
43	Marion N. Davis	35	678 Park Ave., N.Y.C.
44	Charles O. Evans	44	901 West 112th St., N.Y.C.
45	Elizabeth P. Foster	29	123 E. 101st St., N.Y.C.
46	George Q. Gibson	47	456 Madison Ave., N.Y.C.
47	Helen R. Hill	38	789 Park Ave., N.Y.C.
48	Frank S. Jones	54	101 West 116th St., N.Y.C.
49	Grace T. Lewis	36	234 E. 103rd St., N.Y.C.
50	Edward U. Miller	43	567 Park Ave., N.Y.C.

PRICE LIST OF EXTRAS

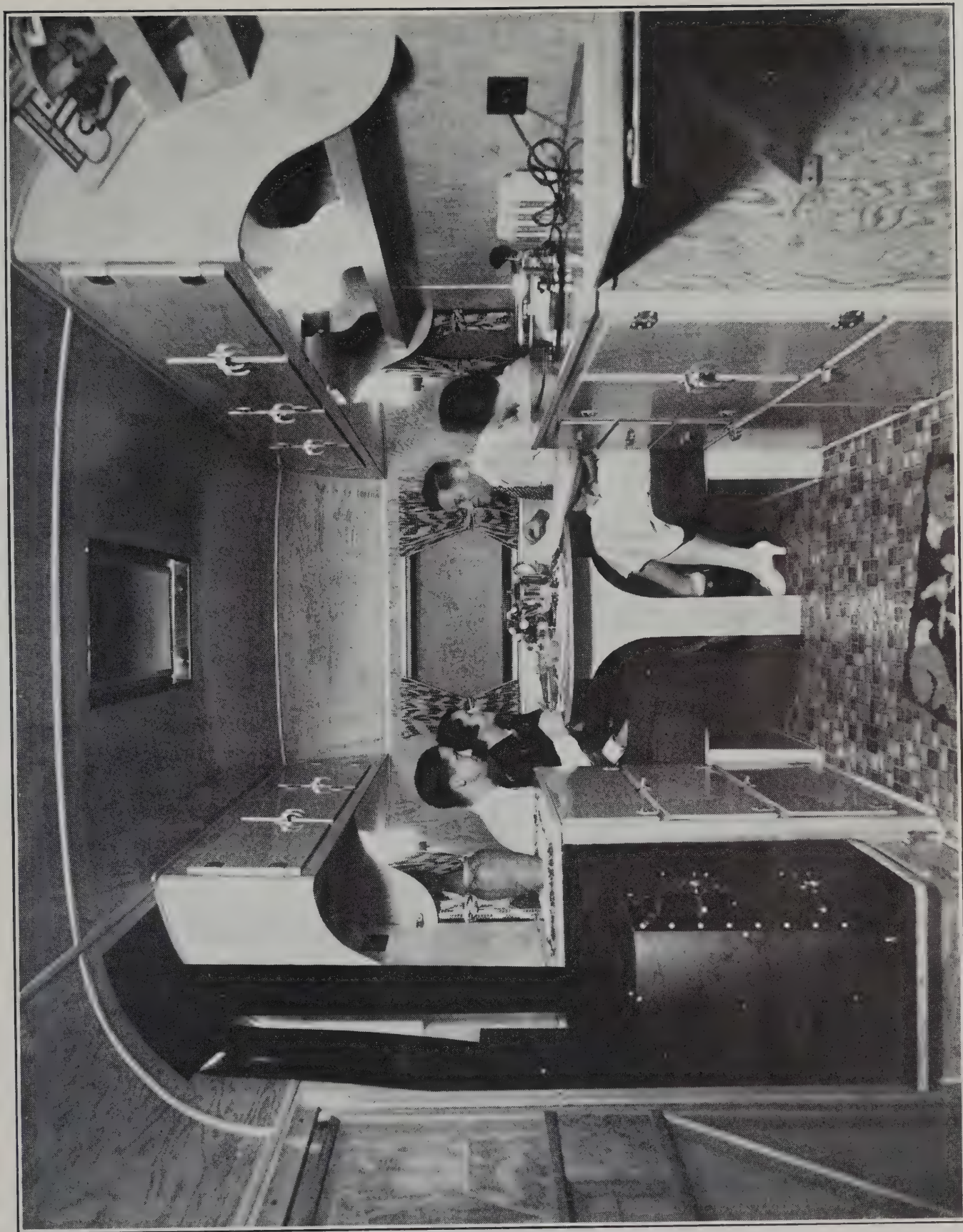
Extra hitch and wheel jack assembly		\$14.50
* Extra Trail-O-Let Toilet complete		17.00
Extra Trail-O-Let seat only		2.25
Extra Trail-O-Let pail only		1.50
Extra copper tubing - per ft.		.06
Extra Aro pump		7.50
Extra Rubber hose 5/8 6 ft. 3/8 5 ft.		
Extra hub caps		1.00
Extra signal lights right and left turn		16.00
Extra gang lights 3 in row		3.50
Extra Neon signs		12.50
Extra trailer leatherette Cleaner	1 gal.	4.00
Extra trailer leatherette Cleaner	1 qt.	1.00
Extra trailer leatherette Cleaner	1 pt.	.50
New Coach Bozarth	1 qt.	1.50
Seatex Wax	1 qt.	1.25
Rio-O	1 gal.	4.00
Reddy	1 gal.	4.00
Door handle and locks		2.50
Door latch set		.85
* Package of 7 self sealing (1 weeks supply) bags		.25
Package of 50 bag discs (2 weeks supply)		.25
Package of Antiseptic powder (1 weeks supply)		.25
1 Pt. can Blue Concentrate (2 weeks supply)		.50
1 gal. pressure solution 1 lb. unit		2.00
1/2 gal. pressure solution 3/4 lb. unit		1.75
Extra screen door		3.75
Extra ice box (our own \$5.00)	Factory	15.00
Extra linoleum regular in Nomad shell		7.00
Extra linoleum regular in DeLuxe shell		9.00
Extra linoleum Inlaid in Nomad shell - additional		12.00
Extra linoleum Inlaid in DeLuxe shell- additional		18.00
Extra pillows for regular bed		1.50
Extra pillows for DeLuxe bed		2.50
Extra Magazine racks		2.50
Extra shield for roof for heating stove installation-com.		1.95
Extra extension table for cabinet		2.50
Extra wheel \$4.50	CT-7 DeLuxe	5.50
Extra 2 hubs and 2 bearings		9.00
Extra tire and tube		14.00
Extra hub caps		1.00
Springs	ea.	4.50
Axle		12.50
Window Assembly	Small	4.95
	Large	6.45
Clearance lights	ea.	1.00
Tail light	ea.	1.50
Extra table dinette		4.50
Extra interior light fixtures		1.50
Extra complete chassis assembly		
including 3" channel steel cross members, axle, wheels,		
hub, hub caps, bearings, 2 tires, 2 tubes, springs,		
wheel, jack and hitch		
Sport \$125	Gadabout \$125	Travelease \$125
Cavalier \$165	Homestead \$195	Aristocrat \$255
Extra inside cabinet fixtures, door catch right and left		
and hinges 20¢ ea. and 20¢ ea.		
Extra ventilator assembly complete		4.50



Exterior — Schult Nomad



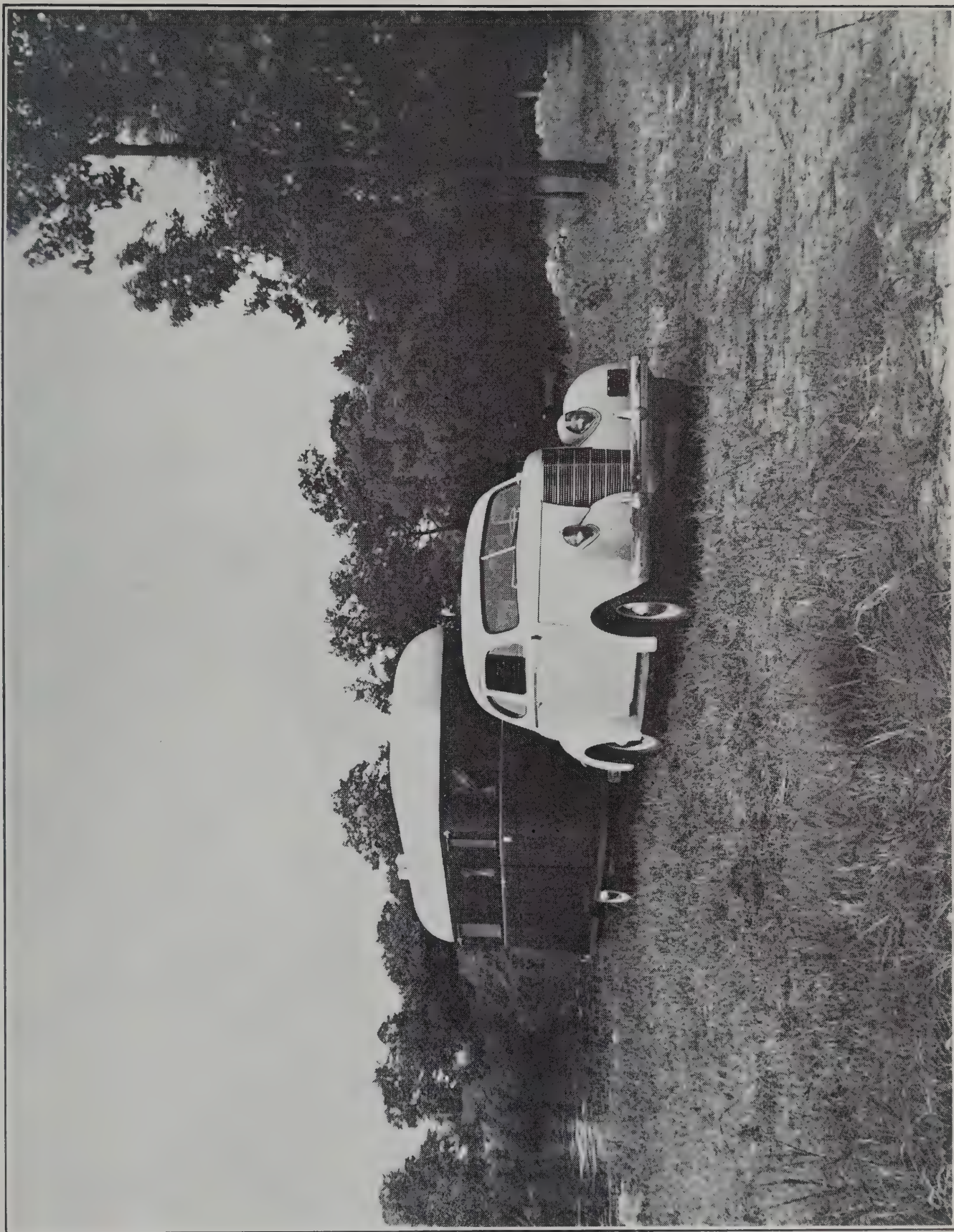
Forward Interior — Schult Nomad



Rear Interior — Schult 16' Nomad



Closeup Interior — Schult Nomad



Exterior — Schult 18' Cavalier



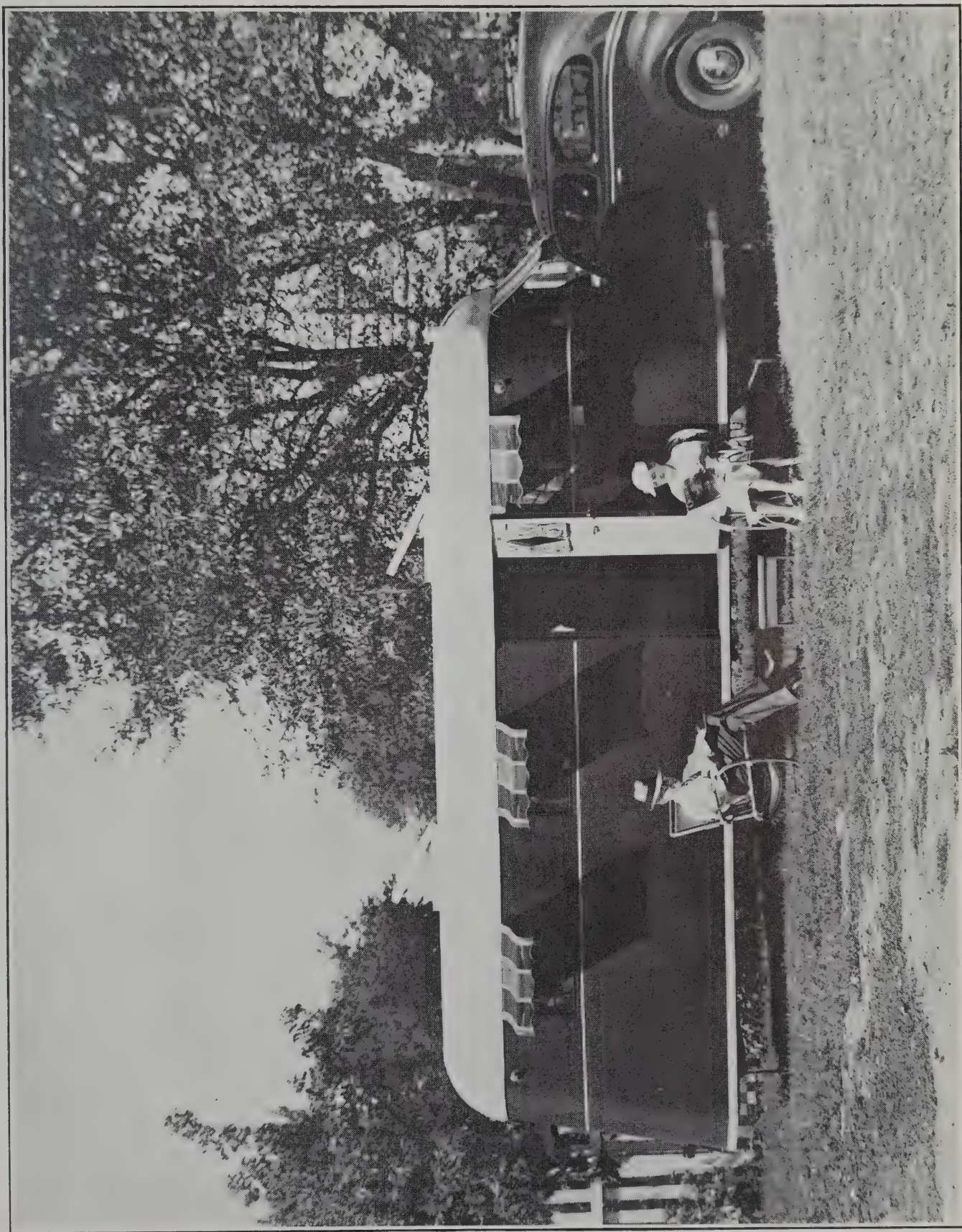
Forward Interior — Schult 18' Cavalier



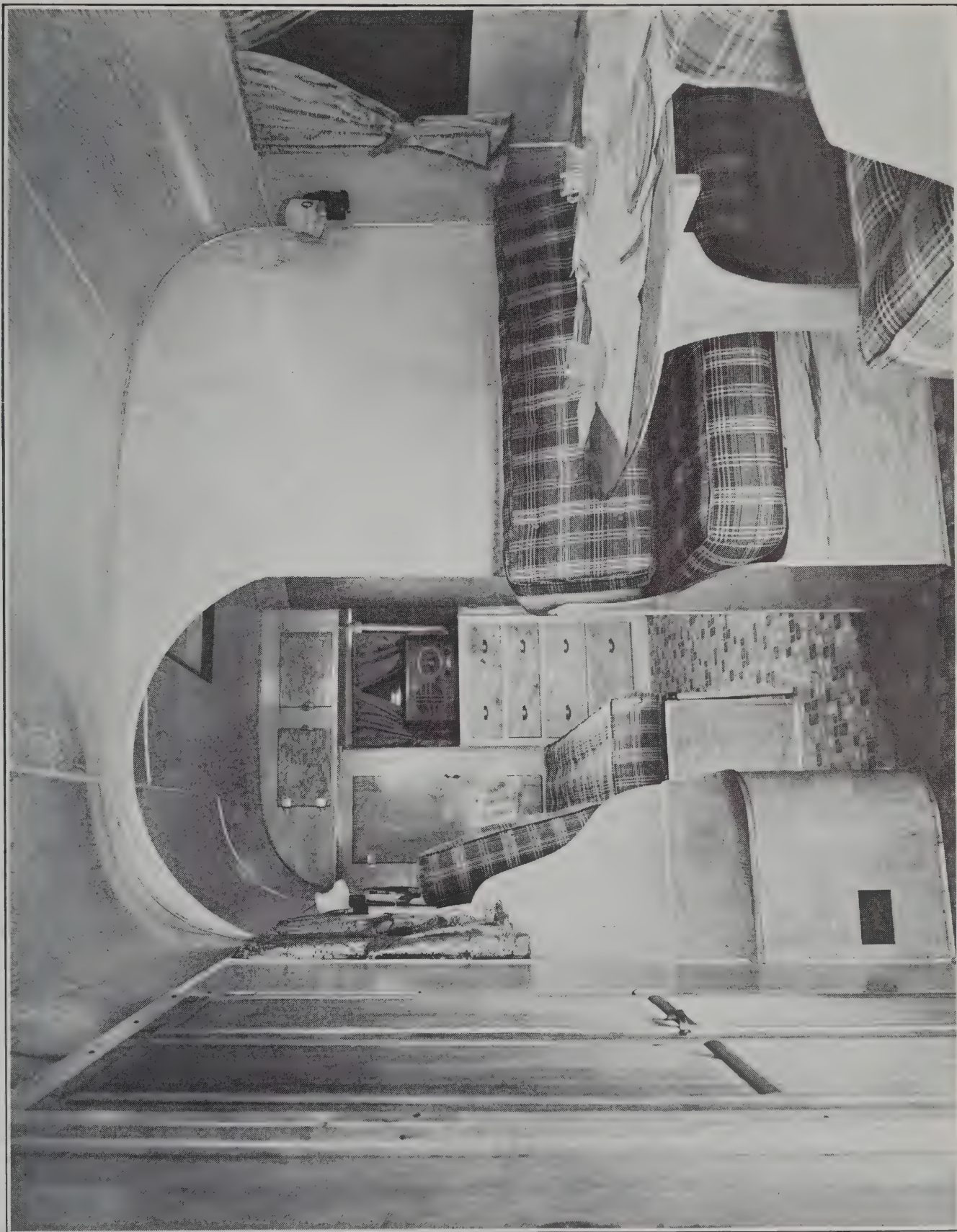
Rear Interior — Schult 18' Cavalier



Closeup Interior — Schult 18' Cavalier



Exterior — Schult 20' Home Coach



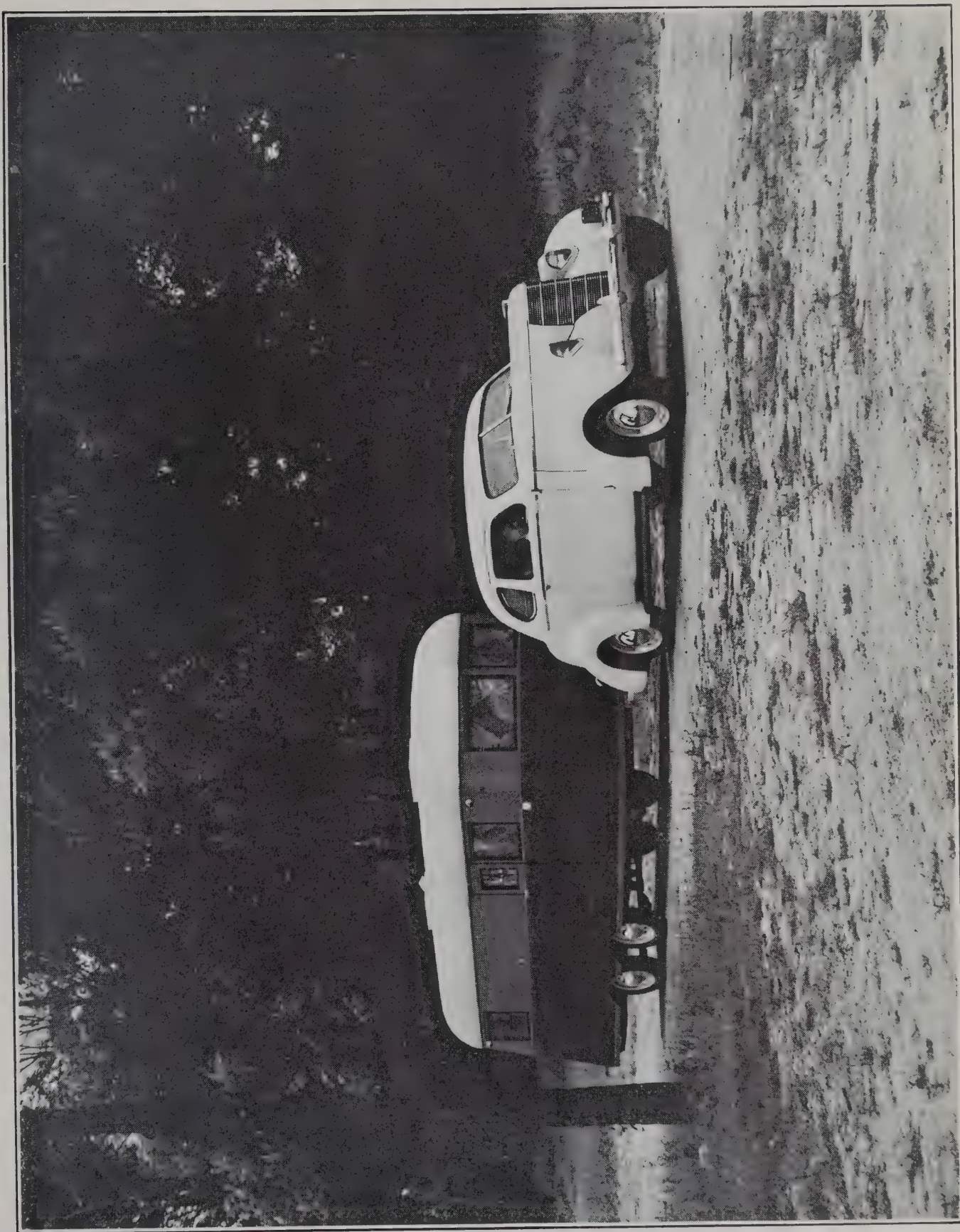
Rear Interior — Schult 20' Home Coach



Foward Interior — Schult 20' Home-Coach



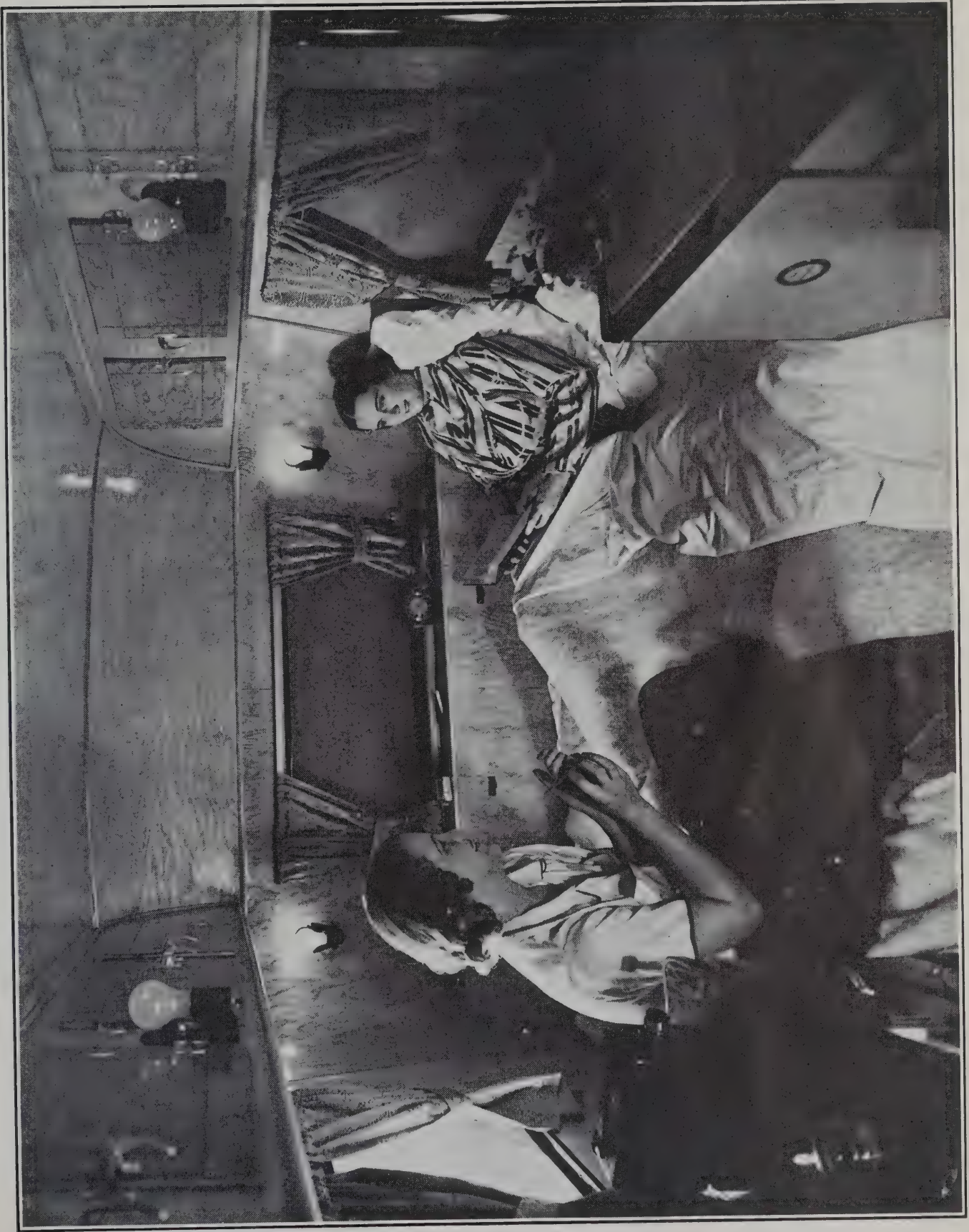
Rear Interior — Schult 20' Home-Coach



Exterior — Schult 22' Tandem Custom



Living Room — Schult 22' Aristocrat in Fir



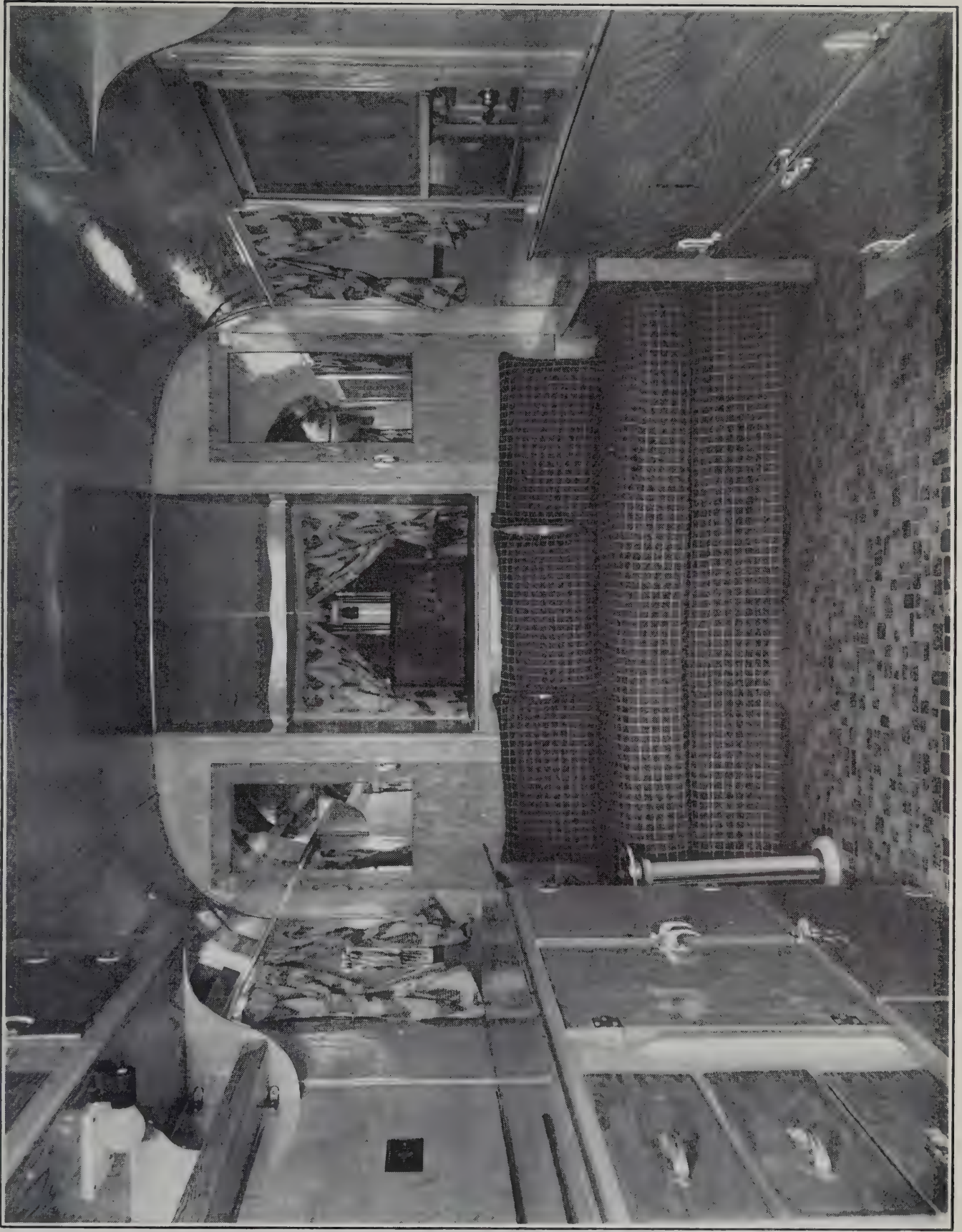
Dining Room-Kitchen — Schult 22' Aristocrat
(Showing bed made up)



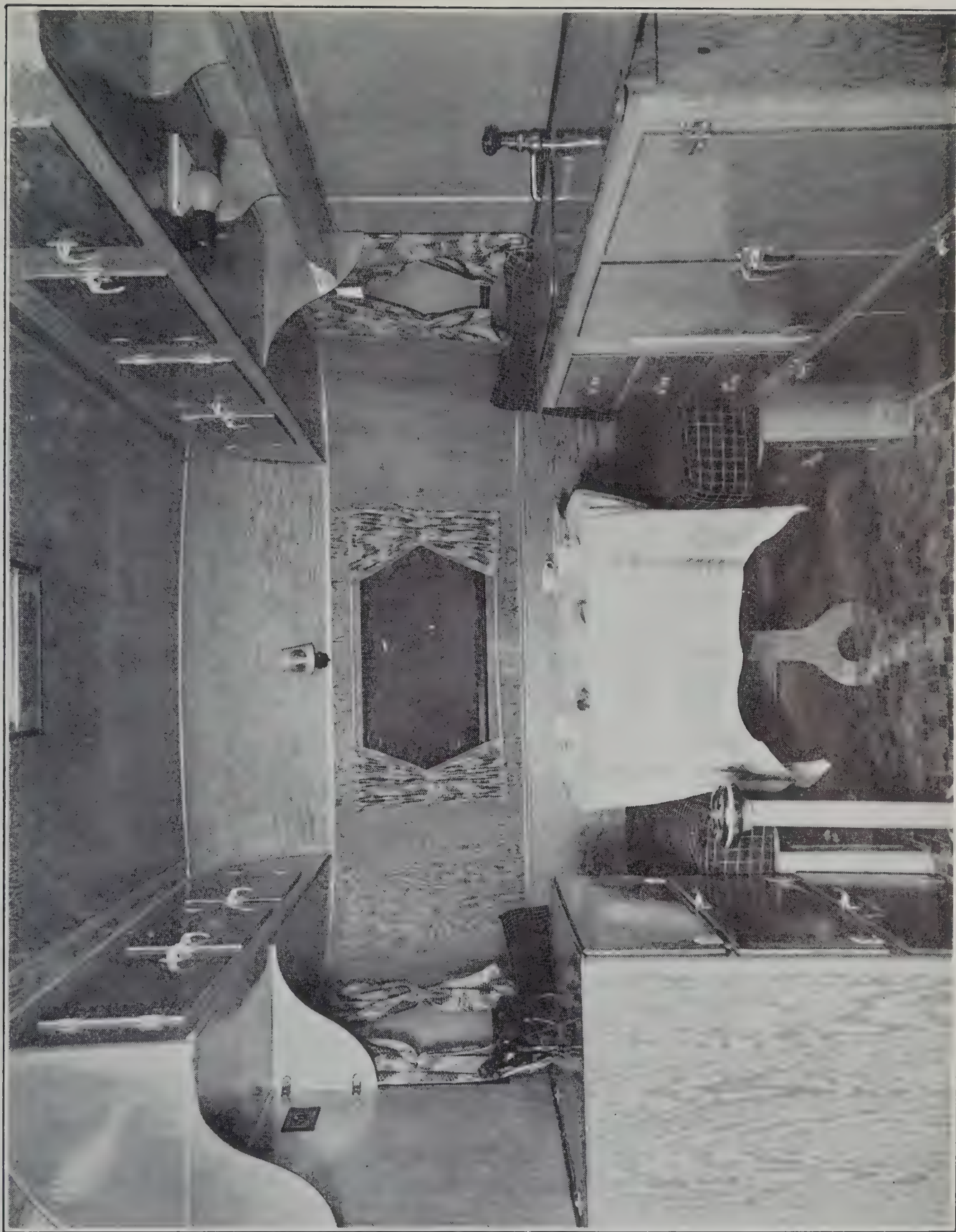
Kitchen — Schult 22' Aristocrat



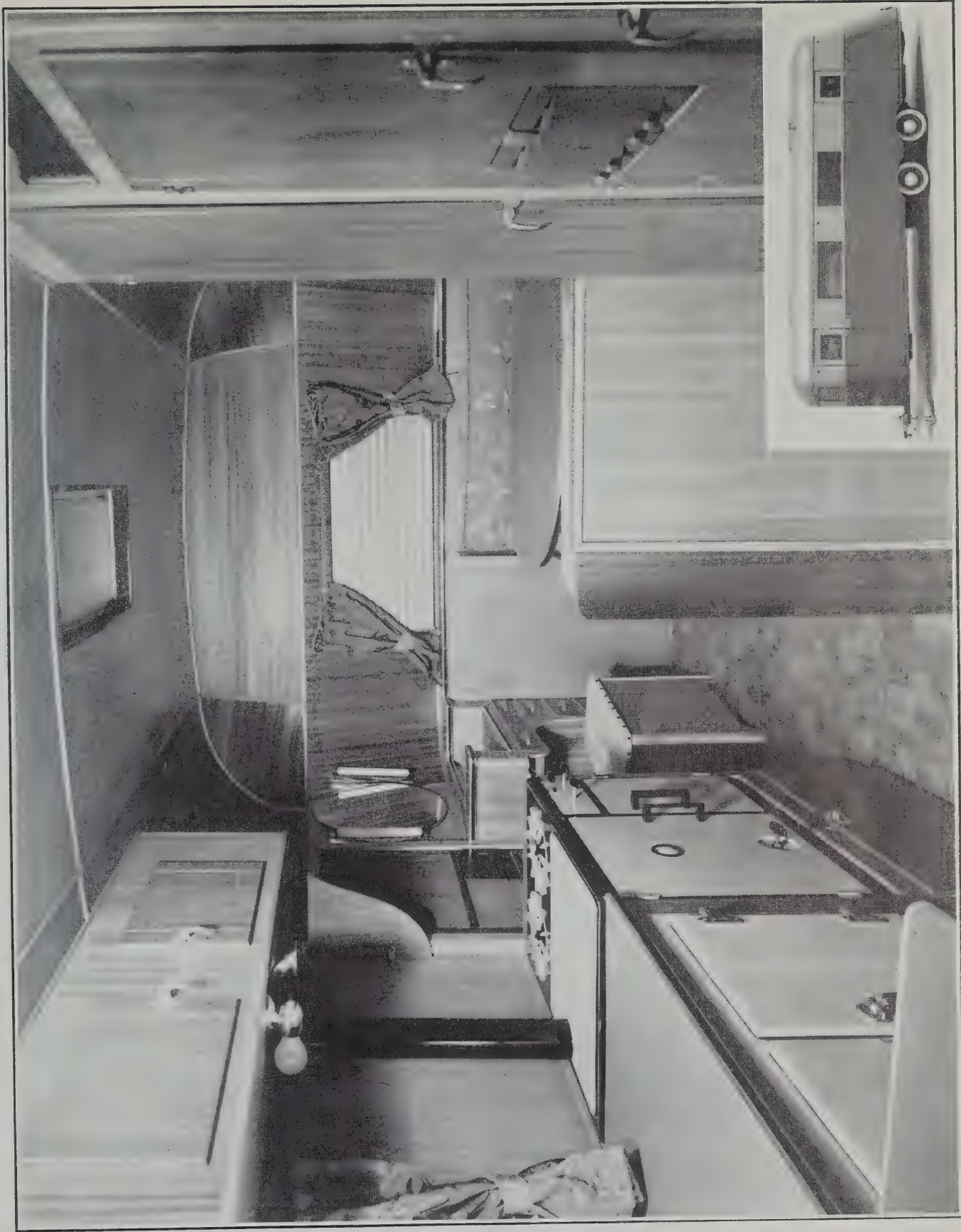
Exterior — Schult 17' Concession Vendor



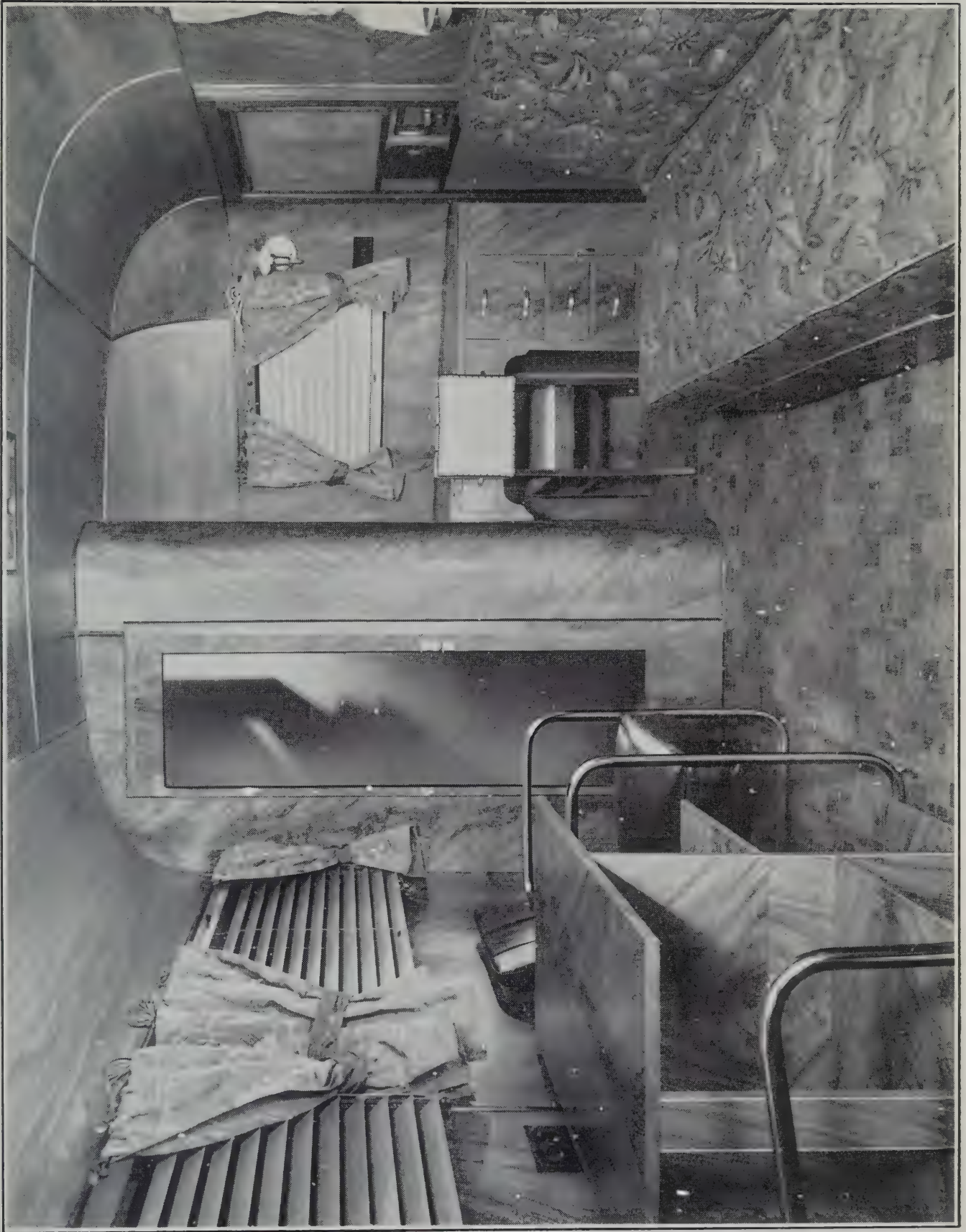
16' Schult "Homestead Jr." Forward View



16' Schult "Homestead Jr." Rear View



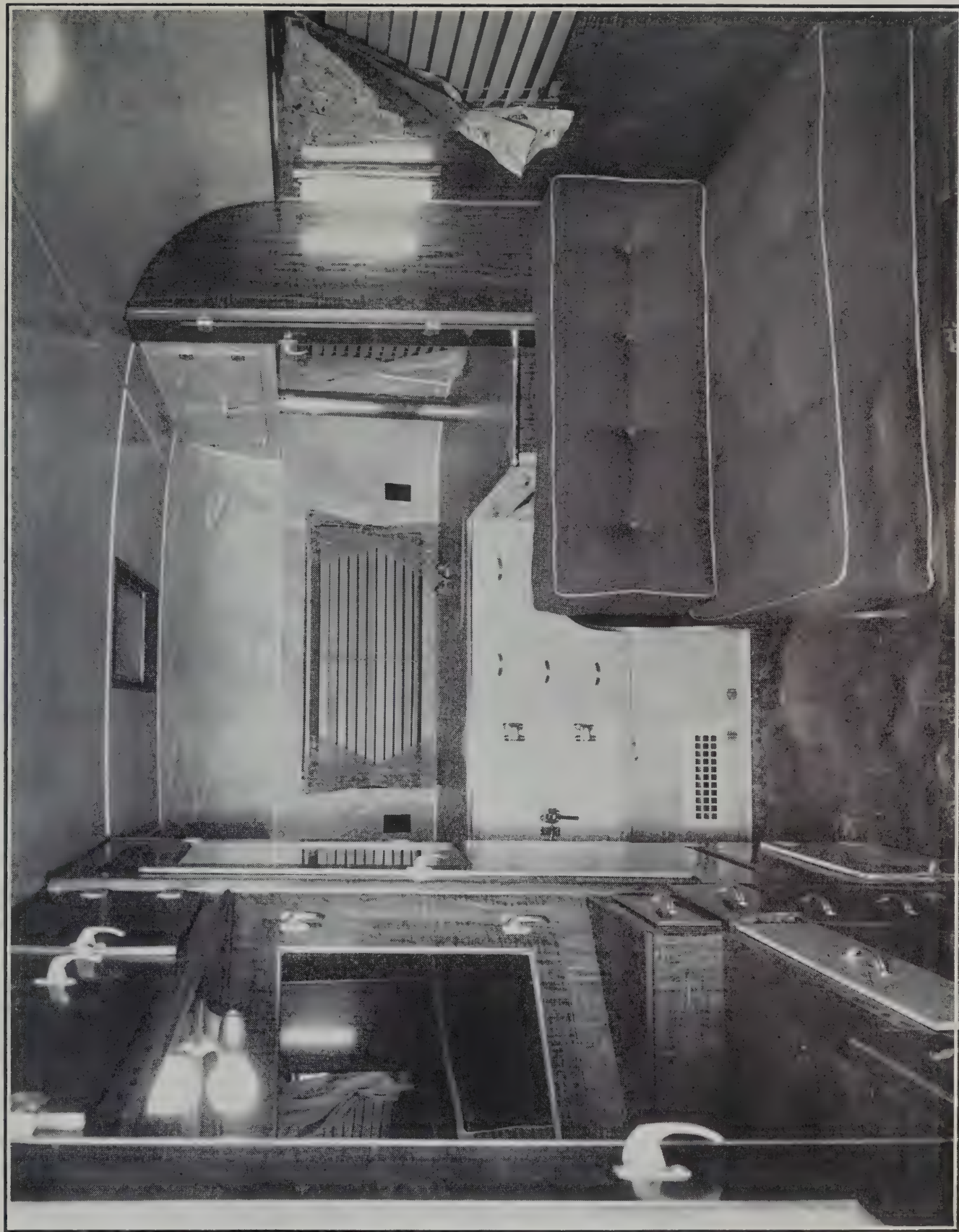
Combination Kitchen—Dining Room and Exterior 24' Schult Custom Imperial



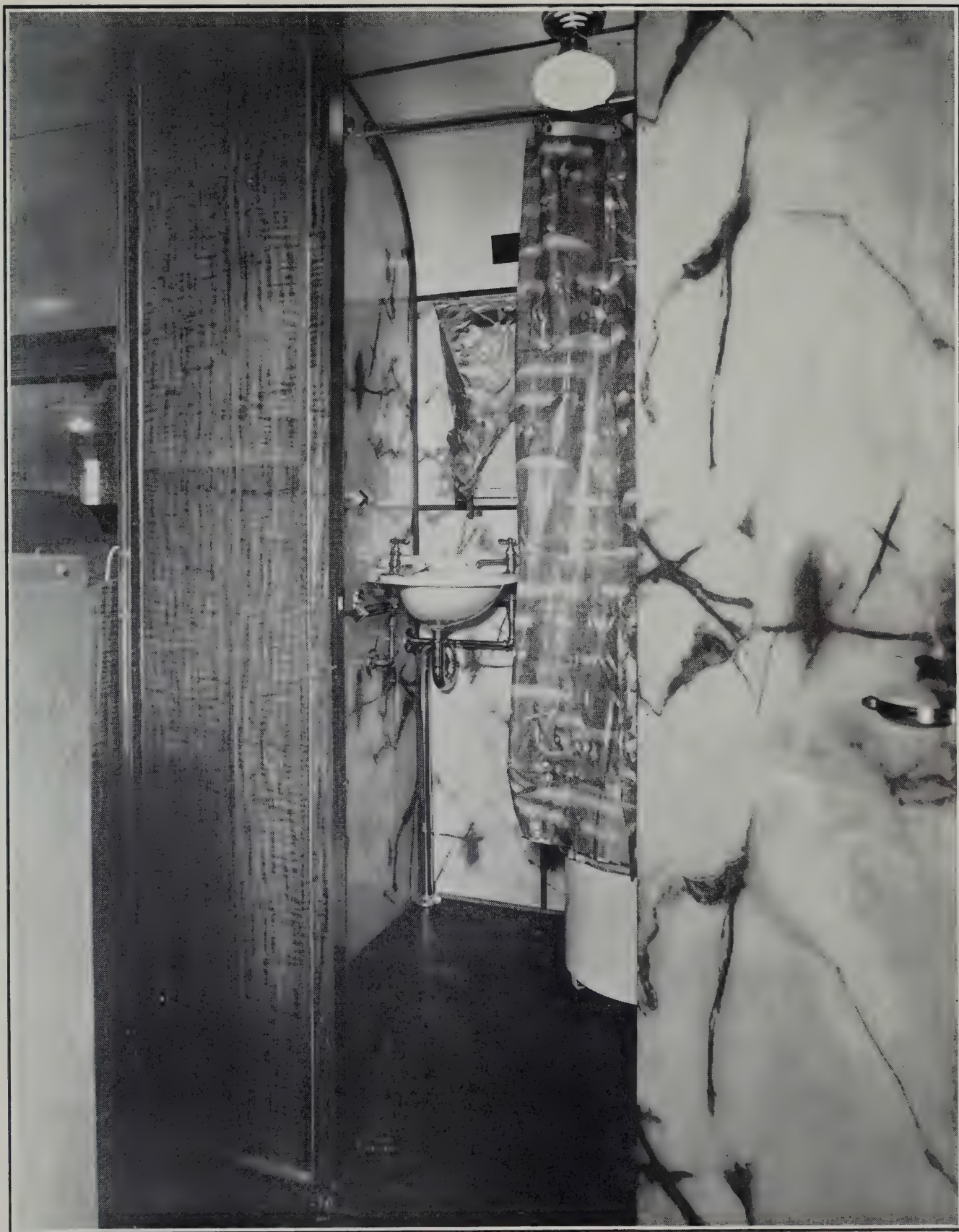
Living Room 24' Schult Custom Imperial



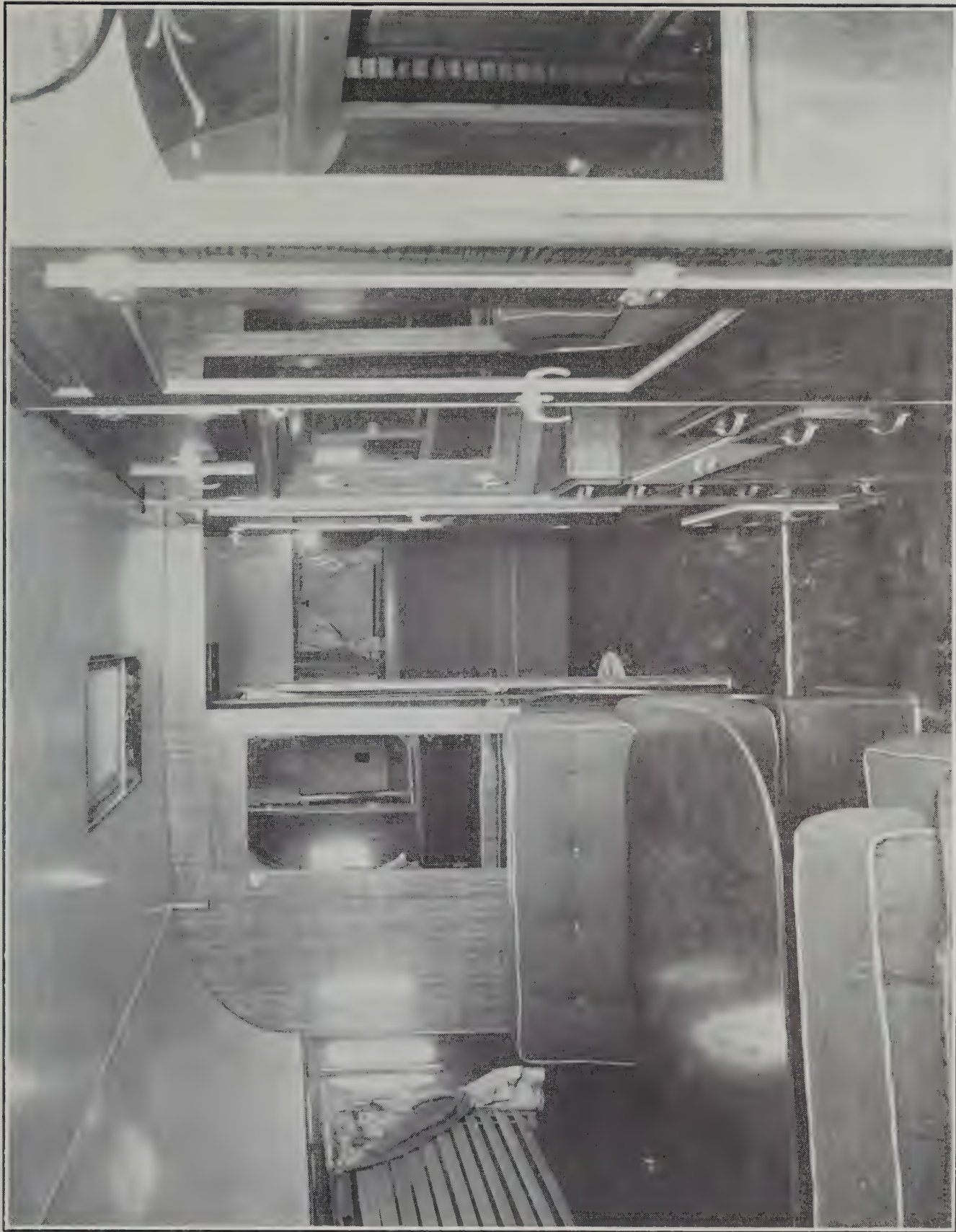
Vanity in 24' Schult Custom Imperial
(Note Beautiful Matched Rare Woods)



Kitchen—Dining Room Schult 24' Custom Imperial



Bath Room 24' Schult Custom Imperial



Looking Forward 24' Schult Custom Imperial



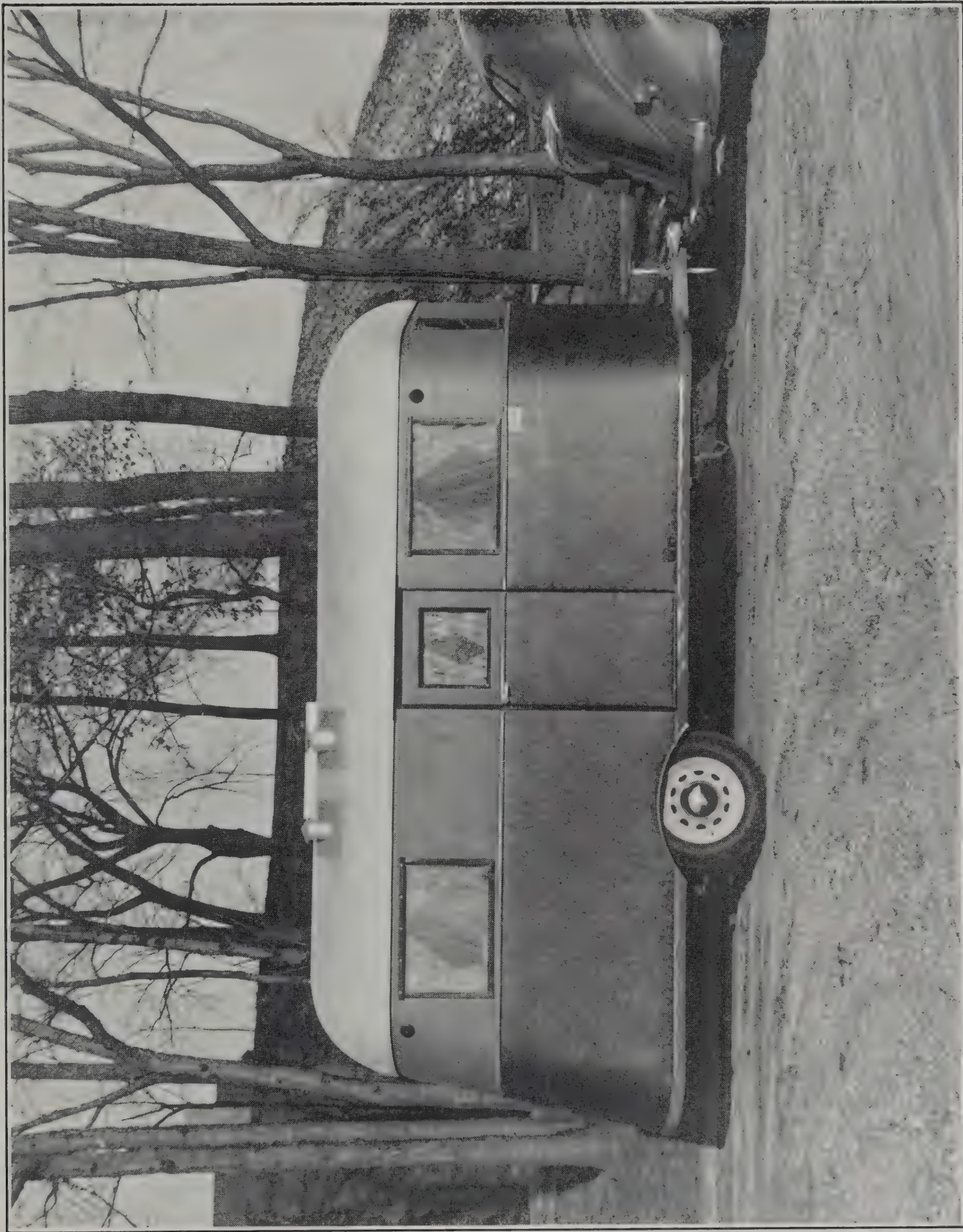
Office End 22' Special Schult Shoe Display Coach



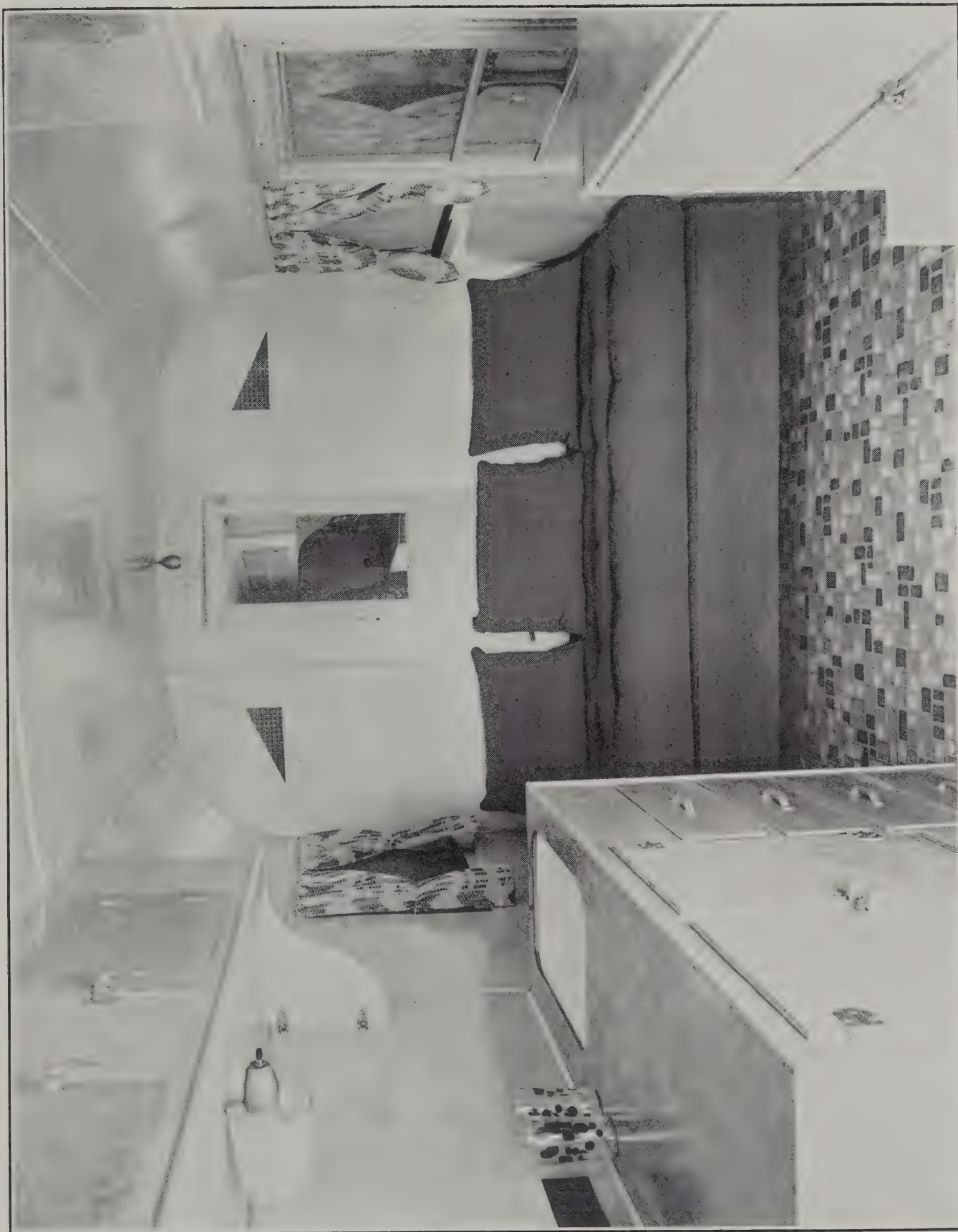
22' Special Schult Shoe Display Commercial



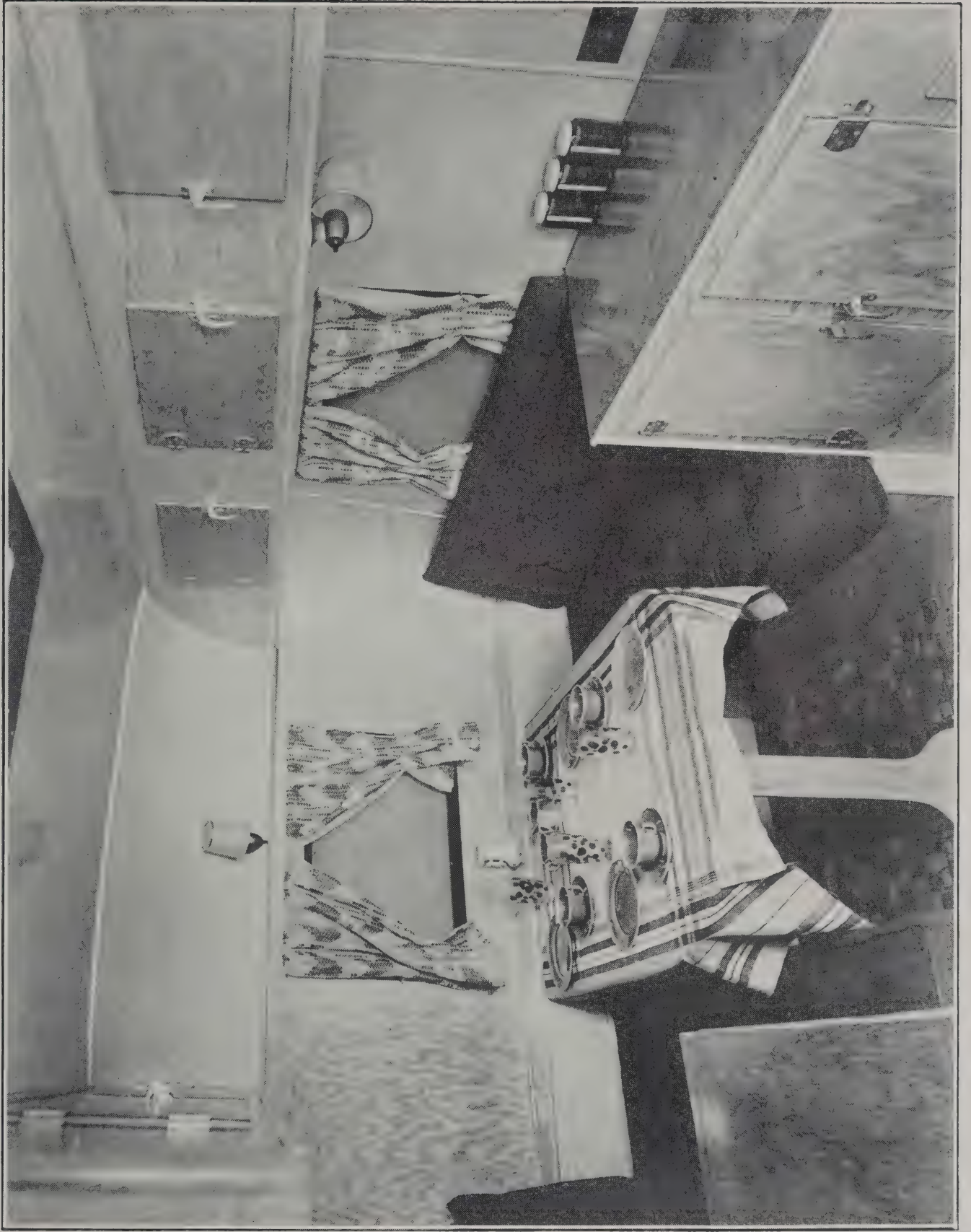
A HANDSOME SCHULT DEMONSTRATOR LIKE THIS IS AVAILABLE TO
SCHULT DEALERS AT NO EXTRA CHARGE.



Schult 14'8" Playboy



Forward View Schult Playboy



Rear View Schult Playboy

SCHULT TRAILERS, Inc.
Elkhart, Ind.

PRICE LIST OF COMMERCIAL SHELLS
Effective as of this date - February 21, 1938
Please insert in your Sales Manual

All prices are net to dealer - - F. O. B. Factory

16 ft.	Nomad shell, completely finished inside with boxed wheel housings and screen door, no linoleum, 4 ply 6.00x16 tires	\$311.00
18 ft.	Cavalier, completely finished inside with boxed wheel housings and screen door, no linoleum, 6 ply 6.00x16 tires	415.00
20 ft.	Homestead, completely finished inside with boxed wheel housings and screen door, no linoleum, 6 ply 7.00x16 tires	550.00
22 ft.	Aristocrat, tandem wheels, completely finished inside with boxed wheel housings and screen door, no linoleum, electric brakes, 6 ply 6.00x16 tires	650.00

Standard covering is Lacrtex. If steel or masonite coverings are desired, make the following additions.

	<u>Steel</u>	<u>Masonite</u>
16 ft.	\$35.00	\$25.00
18 ft.	45.00	35.00
20 ft.	60.00	50.00
22 ft.	75.00	65.00

<u>Extra Height</u>	<u>Extra Width</u>
2 - 5 Inches	6 Inches
16 ft.-\$35.00	16 ft.-\$35.00
18 ft.- 45.00	18 ft.- 45.00
22 ft.- 75.00	22 ft.- 75.00

Above prices are quoted on a basis of 1,000 pounds carrying capacity for each unit. If you wish to carry additional weight add \$35.00 per thousand pounds to any of the above.

Linoleum floor covering is available in print or inlaid grades as follows:

	<u>Standard</u>	<u>Inlaid</u>
16 ft.	\$ 7.00	\$18.00
18 ft.	9.00	19.00
20 ft.	11.00	22.00
22 ft.	13.00	24.00

If extra windows are desired add \$5 per window. If windows are eliminated deduct \$2.50 per window.

The standard colors as applied to the pleasure coaches are also applied to the shell units. Any other color desired is available at \$10.00 extra. Trunk \$15.00 extra, door over 24" to 36" \$7.50 extra - over 36" to 48", (double doors) \$17.50 extra.

Electric brakes for 16 ft., 18 ft., or 20 ft., \$48.00 with hand control installed.

TABLE 1. LIST OF COMMODITIES
Representative of the principal
commodities in the United States

All prices are net to dealer - U. S. A. 1917

10 lb.	Home mail, company, finished inside 10 lb.
15 lb.	Home mail, company, finished inside 15 lb.
20 lb.	Home mail, company, finished inside 20 lb.
25 lb.	Home mail, company, finished inside 25 lb.
30 lb.	Home mail, company, finished inside 30 lb.
35 lb.	Home mail, company, finished inside 35 lb.
40 lb.	Home mail, company, finished inside 40 lb.
45 lb.	Home mail, company, finished inside 45 lb.
50 lb.	Home mail, company, finished inside 50 lb.
55 lb.	Home mail, company, finished inside 55 lb.
60 lb.	Home mail, company, finished inside 60 lb.
65 lb.	Home mail, company, finished inside 65 lb.
70 lb.	Home mail, company, finished inside 70 lb.
75 lb.	Home mail, company, finished inside 75 lb.
80 lb.	Home mail, company, finished inside 80 lb.
85 lb.	Home mail, company, finished inside 85 lb.
90 lb.	Home mail, company, finished inside 90 lb.
95 lb.	Home mail, company, finished inside 95 lb.
100 lb.	Home mail, company, finished inside 100 lb.

Standard container is 100 lb. If other container is used, the following adjustment should be made:

10 lb.	100 lb.
15 lb.	150 lb.
20 lb.	200 lb.
25 lb.	250 lb.
30 lb.	300 lb.
35 lb.	350 lb.
40 lb.	400 lb.
45 lb.	450 lb.
50 lb.	500 lb.
55 lb.	550 lb.
60 lb.	600 lb.
65 lb.	650 lb.
70 lb.	700 lb.
75 lb.	750 lb.
80 lb.	800 lb.
85 lb.	850 lb.
90 lb.	900 lb.
95 lb.	950 lb.
100 lb.	1000 lb.

10 lb.	100 lb.
15 lb.	150 lb.
20 lb.	200 lb.
25 lb.	250 lb.
30 lb.	300 lb.
35 lb.	350 lb.
40 lb.	400 lb.
45 lb.	450 lb.
50 lb.	500 lb.
55 lb.	550 lb.
60 lb.	600 lb.
65 lb.	650 lb.
70 lb.	700 lb.
75 lb.	750 lb.
80 lb.	800 lb.
85 lb.	850 lb.
90 lb.	900 lb.
95 lb.	950 lb.
100 lb.	1000 lb.

These prices are net to dealer at a point of 100 pounds representing capacity for each unit. If you wish to carry additional weight add 100 lb. per thousand pounds to any of the above.

Standard floor covering is available in 100 lb. units as follows:

10 lb.	100 lb.
15 lb.	150 lb.
20 lb.	200 lb.
25 lb.	250 lb.
30 lb.	300 lb.
35 lb.	350 lb.
40 lb.	400 lb.
45 lb.	450 lb.
50 lb.	500 lb.
55 lb.	550 lb.
60 lb.	600 lb.
65 lb.	650 lb.
70 lb.	700 lb.
75 lb.	750 lb.
80 lb.	800 lb.
85 lb.	850 lb.
90 lb.	900 lb.
95 lb.	950 lb.
100 lb.	1000 lb.

If extra windows are desired add 10 lb. per window. If windows are eliminated deduct 10 lb. per window.

The standard container is 100 lb. If other container is used, the following adjustment should be made: 100 lb. per 100 lb. of weight of 100 lb. container. 100 lb. per 100 lb. of weight of 100 lb. container. 100 lb. per 100 lb. of weight of 100 lb. container.

Standard prices for 10 lb., 15 lb., 20 lb., 25 lb., 30 lb., 35 lb., 40 lb., 45 lb., 50 lb., 55 lb., 60 lb., 65 lb., 70 lb., 75 lb., 80 lb., 85 lb., 90 lb., 95 lb., 100 lb. are as follows:

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